PROJECT REPORT ON

"A Study on the Effectiveness of Promotional Loyalty Programmes in Enhancing Retail Footfall and its Impact on Customer Purchase Pattern with Reference to Spar Hypermarket Shimoga."

SUBMITTED BY
AISIRI N R
4AL21BA001



VISWESVARAYA TECNOLOGICAL UNIVERSITY, BELGAVI

In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE EXTERNAL GUIDE

MRS.PRIYA SEQUEIRA MR. HARSHA

HOD PG DEPARTMENT OF HR MANAGER

BUSINESS ADMINISTRATION SPAR HYPER MARKET

AIET, MIJAR SHIMOGA



PG DEPARTMENT OF BUSINESS ADMINISTRATION

ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY

SHOBHAVANA CAMPUS MIJAR, MOODBIDRI

2022-2023



CERTIFICATE

Date: 27-05-2023

This is to certify that Ms.Aisiri N R (USN-4AL21BA001) bearing studying in IV semester MBA at the Dept. Of management Studies, Alvas Institute Of Engineering And Technology, Moodbidri (Karnataka) had undertaken a Project work in our organisation in the area of marketing on the topic of "Effectiveness of Promotional loyalty programmes in enhancing retail footfall and its impact on customer purchase pattern: A study with reference to SPAR HYPERMARKET Shivamogga" under the guidance of Mrs. Priya Sequeira, HOD PG Dept of Business Administration, AIET, Moodbidri.

During the period:17.04.2023 to 27.05.2023.

Student conduct and performance during this project work were found satisfactory.

Branch Manager

SPAR HYDERHARKET

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Affiliated to Visvesvaraya Technological University, Belagavi
Approved by AICTE, New Delhi & Recognised by Government of Karnataka
Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that AISIRI N R bearing USN 4AL21BA001 is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report titled "A STUDY ON THE EFFECTIVENESS OF PROMOTIONAL LOYALTY PROGRAMMES IN ENHANCING RETAIL FOOTFALL AND ITS IMPACT ON CUSTOMER PURCHASE PATTERN WITH REFERENCE TO SPAR HYPERMARKET SHIMOGA" is prepared by her under the guidance of Mrs. Priya Sequeira, Senior Assistant Professor, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

Mrs. Priya Sequeira

Dept. of Business Administration The s Institute of Engg. & Technology MIJAR – 574 225 Signature of Principal
PRINCIPAL
Alva's Institute of Engg. & Technology,
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DECLARATION

I, Aisiri, hereby declare that the project report entitled "A Study on the Effectiveness of Promotional Loyalty Programmes in Enhancing Retail Footfall and its Impact on Customer Purchase Pattern". Is prepared by me under the guidance of MRS.PRIYA SEQUEIRA HOD, PG DEPARTMENT OF BUSINESS ADMINISTRATION, Alva's Institute of Engineering and Technology. I also declare that this project work is towards the partial fulfillment of the university regulation for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a period of Six weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other university /Institution.

Place: Mijar

Date: 02/09/2023

Signature of the Student

ACKNOWLEDGEMENT

I wish to convey my gratitude to my internal guide Mrs. Priya Sequeira HOD, PG Department of Business Administration, for having guided me on every aspect right from the beginning of the project report. For giving resources and information about the topic which is very crucial to study and prepare the project report.

My thanks to Dr. Peter Fernandes, Principal of Alva's Institute of Engineering and Technology for his whole hearted support in all our endeavours.

I express my genuine thanks to all the teaching faculties and the support staff of the PG Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

I express my deepest gratitude to my parents and family members for their active role in my professional development without which my higher studies would have been just a dream.

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EXECUTIVE SUMMARY

The Project work "A Study on Effectiveness of Promotional Loyalty Programmes Enhancing Retail Footfall and its Impact on Customer Purchase Pattern", as required by the Alva's Institute of Engineering and Technology, PG Department of Business Administration, Visvesvaraya Technological University, Belgavi.

Objectives of the Study:

- 1. To get an understanding of the retailing business and loyalty programmes in India's organised retail outlets.
- 2. To prove that the SPAR India Limited's loyalty programme in Shivamogga has impact on high sales.
- 3. Determine the effect of the promotional programme on footfall and client purchase habits.

This report is divided in to five chapters. First chapter is about Introduction and History of Spar Hyper Market. Second Chapter shows Conceptual background and Literature review of the topic studied. Third chapter is about Research Design which contains statement of the problem, need for the study, objectives of the study, scope of the study, Research methodology, Hypotheses and limitations of the study. Fourth chapter is about Analysis and Interpretation of the data which is collected by the Loyalty Programmes benefits of the Questionnaire by using tables. Fifth chapter is about Findings, Conclusion and Suggestions based on the study. Then it contains Bibliography which is about the various websites used to collect the Literature Review and Secondary Data for the Project. Annexure contains the Questionnaire.

"A STUDY ON CUSTOMER SATISFACTION TOWARDS HONDA TWO WHEELER WITH REFERENCE TO UDUPI DISTRICT"

SUBMITTED BY

CHAITHRA NAYAK

4AL21BA016



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

In partial fulfillment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

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CERTIFICATE

This is to certify that Ms.Chaithra Nayak (USN:4AL21BA016), MBA student of "Alva's Institute of engineering And technology", Moodbidri, has done her project work on "A study on customer satisfaction towards Honda two wheeler with reference to Honda showroom in Udupi district" at Matrix Honda Udupi for 6 weeks.

During the period of her project work ,she has been to be keen in learning and displaying good conduct and character.

Wishing her all the best in her career.

Marketing Department

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY (A Unit of Alva's Education Poundation @, Moodbidri)

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Approved by AICTE, New Delhi & Recognised by Government of Karnataka
Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that CHAITHRA NAYAK bearing USN 4AL21BA016 is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report titled "A STUDY ON CUSTOMER SATISFACTION TOWARDS HONDA TWO WHEELER WITH REFERENCE TO UDUPI DISTRICT" is prepared by her under the guidance of Mrs. Priya Sequeira, Senior Assistant Professor, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

Mrs. Priya Sequeira

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Signature of Principal

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DECLARATION

I CHAITHRA NAYAK bearing USN 4AL21BA016 hereby declare that the project report entitled "A STUDY ON CUSTOMER SATISFACTION TOWRDS HONDA TWO-WHEELER WITH REFRENCE TO UDUPI DISTRICT" has been prepared by me under the guidance of MRS.PRIYA SEQUEIRA Senior Assistant Professor of MBA Department, Alva's Institute of Engineering and Technology and external assistance by MR.SRIKANTH, Marketing department, Honda showroom udupi district. I also declare that this project work is towards the partial fulfillment of the university regulation for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a period of Six weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University/Institution.

Chartholanapak Signature of the student

Place: Mijar

Date: 04-09-2023.

ACKNOWLEDGEMENT

I wish to take this opportunity to express my honest expression of gratitude to each and each and every individual who helped me in the finishing of the work directly or indirectly.

I would like to extend my gratitude to my guide, Mrs. Priya Sequeira Senior Assistant Professor of MBA, Alva's Institute of Engineering and Technology, Mijar

I am privileged to thank our Mrs. Priya Sequeira HOD of MBA, Alva's Institute of Engineering and Technology, Mijar.

I am very much great full to Dr. Peter Fernandes, Alva's Institute of Engineering and Technology, Mijar.

I express my deep appreciation to my friends who have extended their wholehearted support and their co-operation during this academic course.

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EXECUTIVE SUMMARY

This study is conducted on A STUDY ON CUSTOMER SATISFACTION TOWRDS HONDA TWO WHEELER WITH REFRENCE TO UDUPI DISTRICT. This project report provides general information about how customer satisfaction towards honda two wheeler with reference udupi district.

The study was conducted for the period of 6 weeks. The main objective of this study is to understand the how much customer satisfied.

In the 1st chapter you will find the details about the industry and company profile of honda two wheeler Udupi, vision, mission, and SWOT analysis of the company.

In the chapter 2 you will find details about conceptual background of the study and literature review.

The 3rd chapter will explain about Statement of the problem, Need for the study, Objectives, Scope of the study, Research methodology, Hypotheses, Limitations.

In the 4th chapter you will find analysis and graphical representations on the data collected from the sample population choose from the company.

Chapter 5 is about the findings, suggestions, and conclusion of the project.

In the end bibliography and annexures are attached relating to the project.

PROJECT REPORT ON

ELECTRONIC VEHICLES - SIGNIFICANCE AND SUSTAINABILITY IN THE UPCOMING FUTURE DAYS WITH REFERENCE TO MANGALORE REGION

Submitted by

GURUCHARAN L SHETTY

4AL21BA032

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

MRS. PRIYA SEQUEIRA

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Department of MBA

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY
MIJAR, MOODBIDRI,

MAY 2023

ALVA'S Education Foundation

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Date: 01-09-2023

CERTIFICATE

This is to certify that GURUCHARAN L SHETTY bearing USN 4AL21BA032 is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report titled "ELECTRIC VEHICLES-SIGNIFICANCE AND SUISTAINABILITY IN THE UPCOMING FUTURE DAYS WITH REFERENCE TO MANGALORE REGION" is prepared by him under the guidance of Mrs. Priya Sequeira, Senior Assistant Professor, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

Mrs. Priya Sequelra

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Signature of Principal
PRINCIPAL
Liva's Institute of Engg. & Technology,
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DECLARATION

I Gurucharan L Shetty, hereby declare that the Project report entitled

"ELECTRONIC VEHICLES - SIGNIFICANCE AND SUSTAINABILITY

IN THE UPCOMING FUTURE DAYS WITH REFERENCE TO

MANGALORE REGION" prepared by me under the guidance of Mrs. Priya

Sequeira, Senior Assistant Professor, PG Department of Business Administration,

Alva's Institute of Engineering and Technology.

I also declare that this Project work is towards the partial fulfillment of the

university regulations for the award of degree of Master of Business

Administration by Visvesvaraya Technological University, Belgaum.

I have undergone a summer project for a period of six weeks. I further declare that

this Project is based on the original study undertaken by me and has not been

submitted for the award of any degree/diploma from any other University /

Institution.

Place: Mijar

Date: 04/09/2023

Signature of the Student

ACKNOWLEDGEMENT

I wish to convey my gratitude to my internal guide Mrs. Priya Sequeira, Senior Assistant Professor, PG Department of Business Administration, for having guided me on every aspect right from the beginning of the project report. For giving resources and information about the topic which is very crucial to study and preparing the project report.

My thanks to Dr. Peter Fernandes, Principal of Alva's Institute of Engineering and Technology for his wholehearted support in all our endeavors.

I express my genuine thanks to all the teaching faculties and the support staff of the PG Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

I express my deepest gratitude to my parents and family members for their active role in my professional development without which my higher studies would have been just a dream.

Finally, I thank my friends for their valuable suggestions to complete this study successfully.

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EXECUTIVE SUMMARY

The significance and sustainability of (EVs) in the upcoming future days in the Mangalore region have been investigated in the paper. The objectives of the study were to understand the factors influencing EV purchases, identify potential economic benefits, and propose strategies for promoting their use. Findings reveal that the Mangalore population is well-informed about EVs, primarily through advertisements and some through governmental and alternative sources. However, the adoption rate of EVs in the region is currently at a moderate level. To promote EV adoption, several suggestions have been proposed. These include implementing government incentives like tax credits and subsidies, reducing initial vehicle costs through localized production, and developing supportive policies for businesses to transition to electric vehicle fleets. These initiatives aim to accelerate the adoption of EVs, making them a sustainable and environmentally friendly choice for transportation in the Mangalore region, contributing to a cleaner and more sustainable future

PROJECT REPORT ON

"Impact and complexities of Natural Calamities on Home-stay Industry:

A Study related to Kodagu District."

SUBMITTED BY
MUTHAMMA M U
4AL21BA048



VISVESVARAYA TECNOLOGICAL UNIVERSITY, BELGAVI

In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

MRS. PRIYA SEQUEIRA

HOD PG DEPARTMENT OF BUSINESS ADMINISTRATION AIET, MIJAR



PG DEPARTMENT OF BUSINESS ADMINISTRATION

ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY

SHOBHAVANA CAMPUS MIJAR, MOODBIDRI 2022-2023

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(A Unit of Alva's Education Foundation ®,Moodbidri)
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Date: 01-09-2023

CERTIFICATE

This is to certify that MUTHAMMA M U bearing USN 4AL21BA048 is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report titled "IMPACT OF NATURAL CALAMITIES ON HOME-STAY INDUSTRY: A STUDY RELATED TO KODAGU DISTRICT" is prepared by her under the guidance of Mrs. Priya Sequeira, Senior Assistant Professor, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

Mrs. Priya Sequeira

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Signature of Principal

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DECLARATION

I, Muthamma M U, hereby declare that the project report entitled "Impact and Complexities of Natural Calamities on Home-stay Industry: A Study related to Kodagu District", Is prepared by me under the guidance of MRS. PRIYA SEQUEIRA HOD, PG DEPARTMENT OF BUSINESS ADMINISTRATION, Alva's Institute of Engineering and Technology. I also declare that this project work is towards the partial fulfilment of the university regulation for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a period of Six weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other university/Institution.

Place: Mijar

Date: 01-09-2023

Signature of the Student

ACKNOWLEDGEMENT

I wish to convey my gratitude to my internal guide Mrs. Priya Sequeira HOD, PG Department of Business Administration, for having guided me on every aspect right from the beginning of the project report. For giving resources and information about the topic which is very crucial to study and prepare the project report.

My thanks to Dr Peter Fernandes, Principal of Alva's Institute of Engineering and Technology for his whole hearted support in all our endeavours.

I express my genuine thanks to all the teaching faculties and the support staff of the PG Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

I express my deepest gratitude to my parents and family members for their active role in my professional development without which my higher studies would have been just a dream.

Finally, I thank my friends for their valuable suggestions offered to me to complete this study successfully.

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EXECUTIVE SUMMARY

The Project work "Impact and Complexities of Natural Calamities on Homestay Industry: A Study related to Kodagu District", as required by the Alva's Institute of Engineering and Technology, PG Department of Business Administration, Visvesvaraya Technological University, Belagavi.

Objectives of the Study:

- 1. To study the establishment and functioning aspects of homestays.
- 2. To analyse the business of homestays pre and post the natural calamity.
- 3. To understand the intensity of impact of natural calamity on homestay and tourism.

This report is divided in to five chapters. First chapter is about Introduction and History of homestay Industry. Second Chapter shows Conceptual background and Literature review of the topic studied. Third chapter is about Research Design which contains statement of the problem, need for the study, objectives of the study, scope of the study, Research methodology, Hypotheses and limitations of the study. Fourth chapter is about Analysis and Interpretation of the data which is collected from the homestay industry through the Questionnaire by using tables. Fifth chapter is about Findings, Conclusion and Suggestions based on the study. Then it contains Bibliography which is about the various websites used to collect the Literature Review and Secondary Data for the Project. Annexure contains the Questionnaire.

"THE INFLUENCE OF CUSTOMER RELATIONSHIP MANAGEMENT (CRM) ON SALES IN MARUTI SUZUKI ARENA, BANGALORE"

Submitted by

NAGBUSHAN.C

4AL21BA049

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAVI

In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Priya Sequeira

HOD

EXTERNAL GUIDE

Kiran Kumar

Senior

Relationship manager



Department of MBA

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Place: Bangalore

TO WHOM SO EVERY IT MAY CONCERN

This is certify that Mr. NAGBUSHAN C USN 4AL21BA049 student of MBA, Alvas Institute of Engineering and Technology - Mijar has successfully completed his Project Report from 17th April 2023 to 23rd May 2023 under the guidance of Mr. Kiran Kumar Senior Relationship manager.

During the course of Project, the candidate was found to be observant during his short stintin our company, we appreciate his contribution.

Best regards

For KALYANI MOTORS PVT. LTD.



Authorized signatory.

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Date: 01-09-2023

CERTIFICATE

This is to certify that NAGBUSHAN C bearing USN 4AL21BA049 is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report titled "THE INFLUENCE OF CUSTOMER RELATIONSHIP MANAGEMENT (CRM) ON SALES IN MARUTI SUZUKI ARENA, BANGALORE" is prepared by him under the guidance of Mrs. Priya Sequeira, Senior Assistant Professor, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

Mrs. Priva Sequeira

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Alva's Institute of Engg. & Technology
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Signature of Orincipal
PRINCIPAL
Alve's Institute of Engg. & Technology,
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DECLARATION

I, NAGBUSHAN.C, hereby declare that the Project report entitled "The influence of

customer relationship management (CRM) on sales" with reference to Maruti Suzuki

Arena, Bangalore prepared by me under the guidance of Mrs. Priya Sequeira, HOD,

PG Department of Business Administration, Alvas institute of engineering and

technology and external assistance by (Kiran Kumar, Senior Relationship Manager,

Kalyani Motors, Maruti Suzuki Arena). I also declare that this Project work is towards

the partial fulfilment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I

have undergone a summer project for a period of six weeks. I further declare that this

Project is based on the original study undertaken by me and has not been submitted

for the award of any degree/diploma from any other University / Institution.

Place: Mijar

Signature of the Student:

Date:01-09-2023

ACKNOWLEDGEMENT

I am truly grateful to my external guide Kiran Kumar, Senior Relationship Manager in, Kalyani Motors, Maruti Suzuki Arena, and my internal project Guide, Prof Priya Sequeira, for their project guidance, encouragement, and opportunities provided.

I wish to thank all the respondents from the firms who spent their valuable time in discussing with me and giving valuable data by filling up the questionnaire.

I deem it a privilege to thank our Principal, Peter Fernandes, for having given me the opportunity to do the project, which has been a very valuable learning experience.

My sincere and heartfelt thanks to all my faculties at the Department of MBA, Alva's Institute of Engineering and Technology for their valuable support and guidance.

Last, but not least, I want to express my deep appreciation to my parents for their unstinted support

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EXECUTIVE SUMMARY

The Project work "The influence of customer relationship management (CRM) on sales" with reference to Maruti Suzuki Arena, Bangalore, as required by the Alva's Institute of Engineering and Technology, PG Department of Business Administration, Visvesvaraya Technological University, Belagavi.

Objectives of the Study:

- To gain insight into how Maruti Suzuki Arena's current CRM system works in the Bangalore area.
- 2. To evaluate the impacts of customer relationship management on the sales performance of Maruti Suzuki Arena in the Bangalore region.
- 3. To identify the significant relationship between effective communication strategy and customer relationship management.

This report is divided in to five chapters. First chapter is about Introduction and History of Maruti Suzuki Arena. Second Chapter shows Conceptual background and Literature review of the topic studied. Third chapter is about Research Design which contains statement of the problem, need for the study, objectives of the study, scope of the study, Research methodology, Hypotheses and limitations of the study. Fourth chapter is about Analysis and Interpretation of the data which is collected by the Loyalty Programmes benefits of the Questionnaire by using tables. Fifth chapter is about Findings, Conclusion and Suggestions based on the study. Then it contains Bibliography which is about the various websites used to collect the Literature Review and Secondary Data or the Project. Annexure contains the Questionnaire.

PROJECT REPORT ON

"ANALYSING THE EFFECT OF MARKETING STRATEGIES ON THE GROWTH OF TATA COFFEE LIMITED: A COMPARATIVE STUDY OF RURAL AND URBAN MARKETS CONCERNING KODAGU DISTRICT"

Submitted by

POOJA B.S

4AL21BA056

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Priya Sequeira

Senior Assistant Professor

EXTERNAL GUIDE

KU Somaya

Marketing Head



Department of MBA

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI. MAY 2023



ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

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Date: 01-09-2023

CERTIFICATE

This is to certify that POOJA B S bearing USN 4AL21BA056 is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report titled "ANALYSING THE EFFECT OF MARKETING STRATEGIES ON THE GROWTH OF TATA COFFEE LIMITED: A COMPARITIVE STUDY OF RURAL AND URBAN MARKETS CONCERNING KODAGU DISTRICT" is prepared by her under the guidance of Mrs. Priya Sequeira, Senior Assistant Professor, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

Mrs. Priya Sequeira

Dept. of Business Administration Alva's Institute of Engg. & Technology MIJAR - 574 225

Signature of Principal Alve's Institute of Engg. & Technology, Mijar, MOODBIDRI - 574 225, D.H.



Date 29.08.2023

CERTIFICATE

This is to certify that Ms. POOJA.BS, a student of MBA IV Semester (Reg. No.4AL21BA056), Alva's Institute of Engineering & Technology Shobhavana Campus, Mijar, Moodbidri, has successfully completed her training from 13.05.2023 to 27.06.2023 in our organization on the topic of "Analysing the Impact of Marketing strategies on the growth of TATA Coffee LTD: A comparative study of Rural and Urban markets." as partial fulfillment of MBA Course as prescribed by the Visvesvaraya Technology University, Belagaum.

We further certify that her conduct during the training period was satisfactory.

We wish her success in all her future endeavors.

FOR TATA-COFFEE LIMITED

MANAGER



TATA COFFEE LIMITED

DECLARATION

I Pooja BS, hereby declare that the Project report entitled "Analysing the effect of marketing

strategies on the growth of Tata Coffee Limited: A comparative study of rural and urban

markets concerning Kodagu district" was prepared by me under the guidance of Assistant.

Professor Priya Sequeira, faculty of M.B.A Department, Alva's Institute of Engineering and

Technology, Mijar, and external assistance by KU Somaya, Marketing manager at Tata Coffee

Limited, Kushalnagara, Kudige.

I also declare that this Project work is towards the partial fulfilment of the university

Regulations for the award of the degree of Master of Business Administration by Visvesvaraya

Technological University, Belgaum.

I have undergone a summer project for Six weeks. I further declare that this Project is based

on the original study undertaken by me and has not been submitted for the award of any

degree/diploma from any other University / Institution.

PLACE: Mijar

DATE: 05/09/2023

SIGNATURE

ACKNOWLEDGEMENT

I am genuinely grateful to my external guide KU Somaya, Marketing Manager at, Tata Coffee Limited, and my internal project guide Assistant. Professor Priya Sequeira, for their project guidance, encouragement, and opportunities provided.

I wish to thank all the respondents from the firms who spent their valuable time discussing with me and giving valuable data by filling up the questionnaire. I deem it a privilege to thank our Principal, Peter Fernandes, for having given me the opportunity to do the project, which has been a very valuable learning experience.

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EXECUTIVE SUMMARY

This research paper investigates the impact of marketing strategies on the growth of Tata Coffee Limited in the context of both rural and urban markets within the Kodagu district. The study aims to comprehend the factors influencing price, product strategies, promotional schemes, brand reputation, and ease of availability on sales, identify potential economic advantages, and propose strategies to enhance Tata Coffee Limited's market presence in the region. The research reveals that the market awareness consumers in urban areas of Kodagu district are better informed about Tata Coffee Limited's products and marketing strategies than in rural areas. Information dissemination occurs through advertising channels and occasional governmental initiatives. Despite market awareness, the paper identifies that the growth of Tata Coffee Limited in rural and urban markets varies significantly. This divergence is attributed to differing consumer preferences, purchasing power, and market dynamics. This research highlights the significance of tailored marketing strategies for the growth of Tata Coffee Limited in both rural and urban markets within the Kodagu district.

"STUDY ON CUSTOMER PREFRENCE AND SATISFACTION LEVEL TOWARDS THEIR EXPECTATIONS WITH SPECIAL REFERECE TO KUMAR KIA MOTORS" KALABURAGI

Submitted by
SHARANABASAVA
4AL21BA069
Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAVI

In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Priya Sequeira HOD

EXTERNAL GUIDE

Robinson R.S Marketing manager



Department of MBA

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI.





Humnabad Road, Industrial Area, Kapnoor Gulbarga, Karnataka 585104



Internship Training Certificate of Completion

This is to certify that ____SHABANABASAVA___student of _MBA_(MARKETING&FINAL_CE)

has successfully completed inplant training from 17.04.23 to 27.05.23 in our organization. We wish

you a successful career growth ahead. We hereby certify that the above student has followed all the rules and

regulation regulation during practical training.

(Sales Survice Dept.)

Manager (Huntan Resource)



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Approved by AICTE, New Delhi & Recognised by Government of Karnataka
Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that SHARANABASAVA bearing USN 4AL21BA069 is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report titled "A STUDY ON CUSTOMER PREFRENCE AND SATISFACTION LEVEL TOWARDS THEIR EXPECTATIONS WITH SPECIAL REFERECE TO KUMAR KIA MOTORS KALABURAGI" is prepared by him under the guidance of Mrs. Priya Sequeira, Senior Assistant Professor, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

Mrs. Priya Sequeira

Dept. of Business Administration Alva's Institute of Engg. & Technology MIJAR – 574 225 Signature of Principal
Alva's Institute of Engg. & Technology,
Mijar. MOODBIDRI - 574 225, D.K

DECLARATION

I, SHARANABASAVA, hereby declare that the Project report entitled "Study on customer preference and satisfaction level towards their expectations with special Reference to Kumar kia motors" Kalaburagi, prepared by me under the guidance of Priya Sequirea, faculty of M.B.A Department, Alvas institute of engineering and technology and external assistance by (Robinson R.S, Marketing Manager, Kumar Kia Motors).

I also declare that this Project work is towards the partial fulfillment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a period of six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: Mijay

Date: 01 - 09 - 2023

Signature of the Student:

ACKNOWLEDGEMENT

I am truly grateful to my external guide Robinson R S, Marketing manager in,

Kumar KIA motors., and my internal project Guide, Prof Priya Sequeira, for

their project guidance, encouragement, and opportunities provided.

I wish to thank all the respondents from the firms who spent their valuable time

in discussing with me and giving valuable data by filling up the questionnaire. I

deem it a privilege to thank our Principal, Peter Fernandes, for having given me

the opportunity to do the project, which has been a very valuable learning

experience.

My sincere and heartfelt thanks to all my faculties at the Department of MBA,

Alva's Institute of Engineering and Technology for their valuable support and

guidance. Last, but not least, I want to express my deep appreciation to my

parents for their unstinted support

PLACE: - MOODBIDRI

DATE: - 1-9-2023

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Executive Summary

This project report presents an in-depth exploration of customer preferences and satisfaction levels, focusing specifically on Kumar KIA Motors situated in Kalaburagi. The report's inception involves an all-encompassing portrayal of the automotive industry, charting its historical progression and its contemporary role as a worldwide entity recognized for innovation, technological advancement, and a wide array of product offerings. Kumar KIA Motors emerges as a prominent entity within this dynamic landscape, renowned for its commitment to delivering exceptional quality and inspiring experiences to its customers. With a clear vision to become an admired and innovative car manufacturer, the company's mission centres on establishing a leadership position in the Indian automotive sector through the provision of world-class vehicles and exceptional customer service.

The research's core findings stem from a customer survey, unveiling a high degree of advertisement awareness, effective advertising strategies, and commendable levels of customer satisfaction regarding post-sales services and product quality. Additionally, customers exhibit contentment with the brand's image, the proficiency of service personnel, and the efficiency of delivery processes.

The project culminates in a set of strategically sound suggestions aimed at elevating the customer experience and augmenting the brand's market presence. These recommendations include diversifying the product portfolio to accommodate a broader customer spectrum, enhancing dealership facilities to foster a more immersive customer journey, optimizing service processes for seamless experiences, embracing continuous technological innovation, nurturing proactive customer engagement initiatives, and amplifying the brand's commitment to sustainability.

A PROJECT REPORT ON

A STUDY ON CUSTOMER PERCEPTION TOWARDS MRF TYRES, WITH SPECIAL REFERENCE TO MARATHAHALLI BRANCH, BANGALORE

Submitted by

Mr. SHASHANK A S 4AL21BA070



VISVESVARAYA TECHNOLOGICAL UNIVERSITY BELAGAVI

In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISRATION

Under the guidance of

INTERNAL GUIDE EXTERNAL GUIDE

Mrs. Priya sequiera Mr. Ashok

Head of department Marketing Manager



PG DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

SHOBHAVANA CAMPUSMIJAR, MOODBIDRI.

April 2022 - 2023



MRF

MRF Limited, P.B. No. 2, Vadavathoor P.Q. Kottayam-686 010.

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29.08.2023

CERTIFICATE

This is to certify that Mr. Shashank A S, Student of MBA IV Semester (Reg. No.4AL21BA070), Alva's Institute of Engineering & Technology Shobhavana Campus, Mijar, Moodbidri, has successfully completed his training from 12.05.2023 to 24.06.2023 in our organization on the topic of "A study on Customer perception with special reference to MRF Tyres." as a partial fulfillment of MBA Course as prescribed by the Visvesvaraya Technology University, Belagavi.

We further certify that his conduct during the training period was satisfactory.

We wish his success for all his future endeavor.

For MRF Limited

MARKETING MANAGER



Registered Office: No. 114 Greams Road, Chennai - 600 006

Website: www.mrftyers.com



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Date: 01-09-2023

CERTIFICATE

This is to certify that SHASHANK A S bearing USN 4AL21BA070 is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report titled "A STUDY ON CUSTOMER PERCEPTION TOWARDS MRF TYRES WITH REFERENCE TO MARTHAHALLI BRANCH BANGALORE" is prepared by him under the guidance of Mrs. Priya Sequeira, Senior Assistant Professor, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

ya Sequeira

Dept. of Business Administration Alva's Institute of Engg. & Technology MIJAR - 574 225

Signature of Principal PRINCIPAL

Alva's Institute of Engg. & Technology, Mijar. MOODBIDRI - 574 225, D.K.

DECLARATION

I, Shashank A S, hereby declare that the Project report entitled "Study on

Customer perception towards MRF Tyres" with reference to Marathahalli

branch Bangalore prepared by me under the guidance of Priya sequiera, faculty

of M.B.A Department, Alva's institute of engineering and technology, Mijar and

external assistance by Ashok, Marketing manager at MRF showroom.

I also declare that this Project work is towards the partial fulfilment of the

university Regulations for the award of degree of Master of Business

Administration by Visvesvaraya Technological University, Belgaum. I have

undergone a summer project for a period of Six weeks. I further declare that this

Project is based on the original study undertaken by me and has not been

submitted for the award of any degree/diploma from any other University/

Institution.

PLACE: Mijar DATE: 1/09/2023

hadrake

SIGNATURE OF STUDENT

ACKNOWLEDGEMENT

I am truly grateful to my external guide Ashok, Marketing manager in MRF Tyres Marathahalli and my internal project Guide, Prof Priya Sequeira, for their project guidance, encouragement, and opportunities provided.

I wish to thank all the respondents who spent their valuable time in discussing with me and giving valuable data by filling up the questionnaire. I deem it a privilege to thank our Principal, Peter Fernandes, for having given me the opportunity to do the project, which has been a very valuable learning experience.

My sincere and heartfelt thanks to all my faculties at the Department of MBA, Alva's Institute of Engineering and Technology for their valuable support and guidance. Last, but not least, I want to express my deep appreciation to my parents for their unstinted support.

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EXECUTIVE SUMMARY

This study is conducted on "A STUDY ON CUSTOMER PERCEPTION TOWARDS MRF TYRES WITH SPECIAL REFERENCE TO MRF TYRES, Marathahalli Bangalore". This project report provides general information about customer perception towards MRF Tyres.

The study was conducted for the period of 6 weeks. The main objective of this study is to understand the customer perception about MRF tyres.

In the 1st chapter you will find the details about the industry and company profile of MRF Tyres, vision, mission, and SWOT analysis of the company. In the chapter 2 you will find details about conceptual background of the study and literature review. The 3rd chapter will explain about Statement of 36the problem, Need for the study, Objectives, Scope of the study, Research methodology, Hypotheses, Limitations, Chapter scheme. In the 4th chapter you will find analysis and graphical representations on the data collected from the sample population choose from the company. Chapter 5 is about the findings, suggestions, and conclusion of the project.

In the end bibliography and annexures are attached relating to the project.

PROJECT REPORT ON

"CUSTOMR BRAND PERCEPTION OF MARUTI SUZUKI WITH SPECIAL REFERANCE TO INDUS MOTORS" MALLAPALLY, KERALA

Submitted by

SUBIN VARGHESE OOMMEN

4AL21BA117

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE EXTERNAL GUIDE

Mrs Priya Sequeira Mr. Sudishmon M

HOD, MBA MARKETING HEAD



Department of MBA

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY MIJAR, MOODBIDRI,

September- 2023



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Date: 01-09-2023

CERTIFICATE

This is to certify that SUBIN VARGHESE OOMMEN bearing USN 4AL21BA117 is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report titled "A STUDY CONDUCTED ON CUSTOMER BRAND PERCEPTION OF MARUTI SUZUKI WITH SPECIAL REFERANCE TO INDUS MOTORS (MALLAPALLY, KERALA)" is prepared by him under the guidance of Mrs. Priya Sequeira, Senior Assistant Professor, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

iya Sequeira

ature of Principal



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27 MAY 2023

TO WHOMSOEVER IT MAY CONCERN

682 015

This is to certify that Mr. Subin Varghese Oommen Reg.No – 4AL21BA117, MBA Marketing & HR, 4th Semester student of Alvas Institute of Engineering & Technology, Karnataka has successfully completed his project from 17th April to 26th May

During the course of project, the candidate was found to be observant and gained practical knowledge.

We wish him all success.

For Indus Motor Company Pvt. Ltd.

For INDUS MOTOR Co. (P) LTD

HR - MANAGER

Authorized Signatory





DECLARATION

I, Subin Varghese Oommen, hereby declare that the project entitled "A Study on Customer Brand perception of Maruti Suzuki with special reference to Indus Motors at Indus motors showroom Mallapally is prepared by me under the guidance of Mrs Priya Sequeira, Head of department, PG Department Of Business Administration, Alva's Institute of Engineering and Technology and external assistance by Sudhishmon M, Marketing Head ,Indus motors Mallapally. I also declare that this project work is towards the partial fulfilment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone a project of a period of six weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma to any other University or Institution.

Place: Mijar

Date: 8/09/2023

Signature of the student

ACKNOWLEDGEMENT

I am happy to take this opportunity to extend my sincere thanks to all those who have supported me, directly and indirectly in completing this project meaningfully.

I would like to thank my external guide Mr. Sudhishmon and staff Maruti Suzuki Indus motors Mallapally for their encouragement, suggestion and support throughout the duration of my project.

I would like to thank Dr. Peter Fernandes, Principal, Alva's Institute of Engineering and Technology, Mijar for his support and encouragement to undertake a purposeful project.

My heartfelt thanks to Mrs. Priya Sequeira, HOD, PG Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar for giving me the direction for a good project work.

My thanks to my internal guide Mrs Priya Sequeira, HOD PG Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar for her feedback and suggestions which have greatly help me in completing this project.

I express my deep appreciation to my friends who have extended their wholehearted support and their co-operation during this academic course.

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EXECUTIVE SUMMARY

This project titled "A study on customer brand perception of Maruti Suzuki with special reference to Indus motors is submitted in partial fulfilment of the requirement for the award of Master of Business Administration. The main objective of the study is for understanding the factors that influence the brand perception among the consumers. For this purpose, the primary data is collected through the questionnaires, websites, publications and text books. Firstly conducted project involved a comprehensive analysis of Maruti Suzuki Indus motors, encompassing its core objectives, services, strengths, weaknesses, opportunities, and threats through a SWOT analysis. A structured questionnaire was administered to a diverse sample of Maruti Suzuki customers, capturing quantitative data on their brand perceptions, satisfaction, and demographics. To enhance brand perception, Maruti Suzuki should invest in product innovation, eco-friendly initiatives, and personalized customer experiences. Strengthening communication channels to address customer feedback and concerns is also vital. This research provides valuable insights into the customer brand perception of Maruti Suzuki. While the brand enjoys a positive reputation overall, there are areas where improvements can be made to align the brand image with evolving consumer expectations. By focusing on product quality, innovation, and customer-centric strategies, Maruti Suzuki can continue to thrive in the competitive automotive market and ensure a strong and positive brand perception among its diverse customer base.

Project Report on

"A Study on Customer Satisfaction Towards Service Provided by Bhavani Agro Eng.
Services Swaraj Tractor Company" Vijayapura

Submitted by SWAMI G. S. 4AL21BA096 Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAVI

In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRAION

Under the guidance of

INTERNAL GUIDE

Mrs. Priya Sequeira

HOD

EXTERNAL GUIDE

Mr. Baburav T. Tarase

Dealer



Department of MBA

ALVAS INSTITUTE OF ENGINEERING & TECHNOLOGY SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI.



M/s. BHAVAN

AGRO ENGG. SERV

DEALERS FOR: SWARAJ TRACTORS & IMPLEMENTS

Near Railway Bridge, Sindagi Road, VIJAYAPUR-586104. (Karnataka) INDIA



Ref. No.

Date: _

14.08.2023

TO WHOM SO IT MAY CONCERN

This is to certify that Mr.SWAMI G.S a student of Master of Business (MBA) "ALAVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY" Moodbidari DK, has completed his project work on "A STUDY ON CUSTOMER SATISFACTION TOWARDS SERVICE" Provided by our organization M/s. Bhavani Agro Engg. Services, Swaraj Tractor dealer for Vijayapur district, to customers.

During his internship, he was placed under marketing function. He has worked on project given to him for six week. The marketing project name as "A STUDY ON CUSTOMER SATISFACTION TOWARDS SERVICE"

We wish him all the best to his future endeavors.

For, Shavani Agro Engg. Şervice

For Bhavani Agro Engg. Services

TIN No.: 29910042919 GSTIN: 29AABFB2770R1ZY

Authorised Dealers: SWARAJ TRACTORS, SALES, SERVICE & SPARES

722FE - 724FE - 724 ORCH - 834FE - 735 - 843XM - 744FE - 855FE - 960FE - 963FE



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Approved by AICTE, New Delhi & Recognised by Government of Karnataka
Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that SWAMI G S bearing USN 4AL21BA096 is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report titled "A STUDY ON CUSTOMER SATISFACTION TOWARDS SERVICE PROVIDED BY BHAVANI AGRO ENG SERVICES SWARAJ TRACTOR VIJAYAPURA" is prepared by him under the guidance of Mrs. Priya Sequeira, Senior Assistant Professor, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

Mrs. Priya Sequeira

DEAN
Dept. of Business Administration
Alva's Institute of Engg. & Technology
MIJAR – 574 225

Signature of Principal

PRINCIPAL
Alva's Institute of Engg. & Technology,
Mijur. MOODBIDRI - 574 225, D.R

DECLARATION

I, SWAMI G. S., hereby declare that the Project report entitled "A Study on Customer Satisfaction Towards Service Provided by Bhavani Agro Eng. Services Swaraj Tractor Company" prepared by me under the guidance of Priya Sequeira, HOD, Sr. Assistant Professor, M.B.A Department, Alva's Institute of Engineering and Technology, Mijar and external assistance by Baburav T. Tarase, dealer at Bhavani Argo Eng. Swaraj tractor Services Vijayapura.

I also declare that this Project work is towards the partial fulfillment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi.

I have undergone a summer project for a period of Six weeks. I further declare that this Projectis based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

PLACE: -VIJAYAPURA

DATE: -01/09/2023

Shewi.

ACKNOWLEDGEMENT

I am truly grateful to my external guide Baburav T. Tarase, Dealer at, Bhavani Agro Eng.

Services Swaraj Tractor Company., and my internal project Guide, Prof. Priya Sequeira, for

their project guidance, encouragement, and opportunities provided.

I wish to thank all the respondents from the firms who spent their valuable time in discussing with

me and giving valuable data by filling up the questionnaire. I deem it a privilege to thankour

Principal, Peter Fernandes, for having given me the opportunity to do the project, which has been

a very valuable learning experience.

My sincere and heartfelt thanks to all my faculties at the Department of MBA, Alva's Instituteof

Engineering and Technology for their valuable support and guidance. Last, but not least, I want to

express my deep appreciation to my parents for their unstinted support.

PLACE: - MIJAR

SIGNATURE

DATE: -

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EXECUTIVE SUMMARY

This study focuses on evaluating customer satisfaction regarding the services provided by Bhavani Argo Eng. Services, an authorized distributor of Swaraj tractor products. The research aims to understand customers' viewpoints, preferences, and experiences related to various aspects of the distributor's services. Both product quality and service excellence are essential in all industries, including the Swaraj tractor sector. They contribute to enhancing economic conditions for employees, industries, farmers, and the overall country. The primary objective of this project is to assess customer satisfaction with Swaraj tractor products and services, as well as to gauge brand awareness of Swaraj tractors in Vijayapura district.

The process of data collection encompassed both primary and secondary methodologies. Primary data was occupied over observations, personal interviews, and questionnaires. Secondary data was originated from websites, reference books, and magazines. Using random sampling, a sample size of 100 respondents was nominated for the market survey conducted within Vijayapura city.

The study demonstrates that customers have primarily drawn to purchasing Swaraj tractors due to their superior performance, advanced technology, appealing design, competitive pricing, quality, and strong brand reputation. These tractors are designed to cater to the needs of farmers, construction businesses, and other applications. Swaraj tractors play a pivotal role in enhancing the rural economy, contributing positively to the financial well-being of families.

"EXPLORING DEALERS SATISFACTION - A STUDY WITH REFERENCE TO JSW STEEL'S VIJAYANAGAR PLANT, BALLARI, KARNATAKA"

SUBMITTED BY

TEJENDRAPRATAP .V. CHAWAN 4AL21BA100

SUBMITTED TO

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAVI

In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRAION

Under the guidance of

INTERNAL GUIDE

Priya Sequiera HOD

EXTERNAL GUIDE

Roshan Lal
CSD MARKETING



Department of MBA

ALVAS INSTITUTE OF ENGINEERING & TECHNOLOGY SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI.





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JSW/VJNR/CB/INT/JUNE-2023/717

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr Tejendrapratap V Chawan, MBA Finance Marketing student of Alva's Institute of Engineering and Technology, has successfully completed his internship/project work in our organization from 19/04/2023 to 03/06/2023

He took keen interest in the work assigned to him. His conduct and behaviour was found good.

We wish him success in all his future endeavours.

Date: 13/06/2023

AYAZ AHMAD IBRAHIMI Human Resources



Regd. Office: JSW Centre Bandra Kurla Complex, Branch (East), Mumbai - 400 051 Phone: +91 22 4286 1000

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Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that TEJENDRAPRATAP V CHAWAN bearing USN 4AL21BA100 is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report titled "EXPLORING DEALERS SATISFACTION-A STUDY WITH REFERENCE TO JSW STEEL'S VIJAYANAGAR PLANT, BALLARI, KARNATAKA" is prepared by him under the guidance of Mrs. Priya Sequeira, Senior Assistant Professor, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

Mrs. Priya Sequeira

DEAN
Dept. of Business Administration
Alva's Institute of Engg. & Technology
MIJAR – 574 225

Signature of Principal
PRINCIPAL
Alva's Institute of Engg. & Technology,
Mijar. MOCOBIDRI - 574 225, D.K

DECLARATION

I, Tejendrapratap V Chawan hereby declare that the Project report

entitled "Exploring dealers satisfaction - A study with reference to

jsw steel's Vijayanagar plant, Ballari, Karnataka "prepared by me

under the guidance of Priya Sequiera, faculty of M.B.A

Department, Alva's institute of engineering and technology, Mijar

and external assistance by Roshan Lal CSD Marketing at jsw steels

Vijayanagar Plant.

I also declare that this Project work is towards the partial fulfilment

of the university Regulations for the award of degree of Master of

Business Administration by Visvesvaraya Technological

University, Belgaum.

I have undergone a summer project for a period of Six weeks. I

further declare that this Project is based on the original study

undertaken by me and has not been submitted for the award of any

degree/diploma from any other University / Institution.

PLACE-MIJAR,

MOODBIDRI

SIGNATURE

DATE: - 01/09/2023

ACKNOWLEDGEMENT

I am truly grateful to my external guide Roshan Lal, CSD Marketing in, jsw steels Vijayanagar plant Ballari and my internal project Guide, Prof Priya Sequiera, for their project guidance, encouragement, and opportunities provided.

I wish to thank all the respondents who spent their valuable time in discussing with me and giving valuable data by filling up the questionnaire. I deem it a privilege to thank our Principal, Peter Fernandez, for giving me the opportunity to do the project, which has been a very valuable learning experience.

I extend my genuine and deep appreciation to the entire faculty members at the MBA Department of Alva's Institute of Engineering and Technology for their invaluable assistance and direction last, but not least, I want to express my deep appreciation to my parents for their unstinted support

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Executive Summary:

The study titled "Exploring Dealers Satisfaction - A Study with Reference to JSW Steel's Vijayanagar Plant, Ballari, and Karnataka" is a comprehensive examination of the satisfaction levels of dealers associated with JSW Steel's Vijayanagar Plant. This research endeavour is driven by the paramount importance of dealer satisfaction in the competitive steel industry, where partnerships with dealers are integral to market success.

The study begins by outlining the background and context of JSW Steel's Vijayanagar Plant, emphasizing its significance in the steel manufacturing landscape. The main objective is to analyse and understand the factors influencing dealer satisfaction within this context.

To achieve this, a mixed-methods approach was employed, combining surveys, interviews, and data analysis. The research identified key determinants of dealer satisfaction, including product quality, supply chain efficiency, communication, and after-sales support. These findings were corroborated through in-depth interviews with select dealers.

One of the notable findings is that dealers value not only the quality of JSW Steel's products but also the company's commitment to sustainable and environmentally responsible practices, which aligns with their own values and market positioning.

The study concludes by providing actionable recommendations for JSW Steel to enhance dealer satisfaction, thereby strengthening its dealer network and market presence. These recommendations include continuous quality improvement, streamlined communication channels, and dedicated after-sales support teams

A STUDY ON MARKETING STRATEGIES ADOPTED BY THE FIRM TO IDENTIFY THE AREAS OF IMPROVEMENT FOR BETTER CUSTOMER REACH AND INCREASED SALES WITH REFERENCE TO "UTTAM AGRO INDUSTRIES YEDTHADI".

Submitted By

UTTAMA

(4AL21BA101)

Submitted To



Visvesvaraya Technological University, Belagavi

In partial fulfilment of the requirements for the award of the degree of MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

Internal guide

External Guide

Mrs Priya Sequeira HOD Mrs Supriya R Kamath
Managing partner



PG Department of Business Administration

Alva's Institute of Engineering & Technology Shobhavana Campus, Mijar, Moodbidri, D.K – 574225



UTTAM AGRO INDUSTRIES

MANUFACTURER OF ANIMAL FEEDS

Date: 26.08.2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. UTTAMA bearing USN: 4AL21BA101, MBA student of ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY, MOODABIDRI has successfully completed his project with reference to UTTAM AGRO INDUSTRIES, YEDTHADY.

On the topic of "A STUDY ON MARKETING STRATEGIES ADOPTED BY THE FIRM TO IDENTIFY THE AREAS OF IMPROVEMENT FOR BETTER CUSTOMER REACH AND INCREASED SALES" from 13/04/2023 to 27/05/2023. During this tenure, all necessary details were provided from our side of the project.

We wish him all the best for upcoming career.

Thanking you

Supriya R Kamath

Managing Partner

















FACTORY: Door No. 1-222 (A), YADTHADY - 576 210, Udupi Tq. and Dist., Karnataka SALES DEPO: Door No. 4/299, College Road, BARKUR - 576 210 GST No.: 29AABFU6186G1ZS Mobile: 98452 27048, 94483 66848 Phone: Code: 0820 - 2587248 (O) 2587448 (O) 2566848 (F),

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ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY



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Affiliated to Visvesvaraya Technological University, Belagavi
Approved by AICTE, New Delhi & Recognised by Government of Karnataka
Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that UTTAMA bearing USN 4AL21BA101 is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report titled "A STUDY ON MARKETING STRATEGIES ADOPTED BY THE FIRM TO IDENTIFY THE AREAS OF IMPROVEMENT FOR BETTER CUSTOMER REACH AND INCREASED SALES WITH REFERENCE TO UTTAM AGRO INDUSTRIES, YADTHADI" is prepared by him under the guidance of Mrs. Priya Sequeira, Senior Assistant Professor, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

Mrs. Priya Sequeira

DEAN
Dept. of Business Administration
Alva's Institute of Engg. & Technology
MIJAR – 574 225

Signaturo of Engg. & Technolog, Mijar, MOODBIDRI - 574 225, D.K

DECLARATION

I Uttama, hereby declares that the Project report entitled "A study on marketing strategies adopted by the firm to identify the areas of improvement for better customer reach and increased sales with reference to Uttam Agro Industries yadthadi." prepared by me under the guidance of Priya Sequeira, faculty of M.B.A Department, Alva's institute of engineering and technology, Mijar and external assistance by Mrs. Supriya R Kamath managing partner of Uttam Agro industries yadthadi.

I also declare that this Project work is towards the partial fulfilment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum.

I have undergone a summer project for a period of Six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

PLACE: Mijar

DATE: 01/09/2023

SIGNATURE

ACKNOWLEDGEMENT

I am truly grateful to my external guide Mrs Supriya R Kamath managing partner of Uttam Agro Industries and my internal project Guide, Prof Priya Sequeira, for their project guidance, encouragement, and opportunities provided.

I wish to thank all the respondents who spent their valuable time in discussing with me and giving valuable data by filling up the questionnaire. I deem it a privilege to thank our Principal, Peter Fernandez, for giving me the opportunity to do the project, which has been a very valuable learning experience.

I extend my genuine and deep appreciation to the entire faculty members at the MBA Department of Alva's Institute of Engineering and Technology for their invaluable assistance and direction last, but not least, I want to express my deep appreciation to my parents for their unstinted support

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Executive summary:

This project titled "A study on marketing strategies adopted by the firm to identify the areas of improvement for better customer reach and increased sales with reference to Uttam Agro Industries yadthadi." is submitted in partial fulfilment of the requirement for the award of Master of Business Administration. This project report provides the information about marketing strategies which adopted by the industry. The study was conducted for the period of 6 weeks. The main objective of this study is to know the factors and its effect on sales. To analyse the current marketing strategies adopted by the company and their effectiveness.

This study delves into the marketing strategies employed by Uttam Agro Industries Yadthadi, a prominent poultry feeds company, to assess areas of enhancement for improved customer reach and increased sales. The poultry feeds industry is highly competitive, necessitating continual innovation and adaptation to meet evolving customer needs and market dynamics.

However, areas for improvement have been identified. Firstly, the study suggests an increased focus on data-driven marketing strategies to better target specific customer segments and optimize advertising spending. Secondly, enhancing the firm's online sales channels could result in more efficient customer acquisition and retention. Additionally, diversifying product offerings to cater to a broader range of poultry farmers' needs and exploring partnerships with complementary agricultural businesses could unlock new revenue streams.

In conclusion, Uttam Agro Industries Yadthadi has made significant strides in its marketing efforts, but there is still untapped potential for growth and improved customer reach. Addressing the recommendations provided in this study can empower the firm to not only maintain its competitive edge but also lead the industry in terms of customer engagement, satisfaction, and ultimately, increased sales.

Exploring the Impact of Planned Obsolescence Strategies on Consumer Behavior in the Mobile phone Industry

Submitted by
VINAY VASANT PATIL
4AL21BA107
Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAVI

In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Priya Sequiera

HOD



Department of MBA

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI.

September 2023



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Approved by AICTE, New Delhi & Recognised by Government of Karnataka
Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that VINAY VASANT PATIL bearing USN 4AL21BA107 is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report titled "EXPLORING THE IMPACT OF PLANNED OBSOLESCENCE STRATEGIES ON CONSUMER BEHAVIOR IN THE MOBILE PHONE INDUSTRY" is prepared by him under the guidance of Mrs. Priya Sequeira, Senior Assistant Professor, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

Mrs. Priya Sequeira

Dept. of Business Administration Alva's Institute of Engg. & Technology MIJAR - 574 225 Signature of Principal PRINCIPAL
Alve's Institute of Engg. & Technology, Mijur. MOODSIDRI - 574 225, D.K

DECLARATION

I, Vinay Vasant Patil, hereby declare that the Project report entitled "Exploring the Impact of Planned Obsolescence Strategies on Consumer Behavior in the Mobile phone Industry prepared by me under the guidance of Mrs. Priya Sequiera, faculty of M.B.A Department, Alva's institute of engineering and technology, Mijar

I also declare that this Project work is towards the partial fulfilment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum.

I have undergone a summer project for a period of Six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

PLACE: MIJAR

DATE: - 08/09/2023

SIGNATURE

ACKNOWLEDGEMENT

I wish to convey my gratitude to my internal guide Mrs. Priya Sequiera Assistant Professor, PG Department of Business Administration, for having guided me on every aspect right from the beginning of the project report. For giving resources and information about the topic which is very crucial to study and prepare the project report.

My thanks to Dr. Peter Fernandes, Principal of Alva's Institute of Engineering and Technology for his whole hearted support in all our endeavours.

I express my genuine thanks to all the teaching faculties and the support staff of the PG Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

I express my deepest gratitude to my parents and family members for their active role in my professional development without which my higher studies would have been just a dream.

Finally, I thank my friends for their valuable suggestions offered to me to complete this study successfully.

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EXECUTIVE SUMMARY

The Project work "Exploring the Impact of Planned Obsolescence Strategies on Consumer Behavior in the Mobile phone Industry", as required by the Alva's Institute of Engineering and Technology, PG Department of Business Administration, Visvesvaraya Technological University, Belgavi.

Objectives of the Study:

- 1. The main objective of this study is to explore the idea of planned obsolescence and its impact on consumers purchasing behavior.
- 2. To understand consumer attitudes and behaviors related to planned obsolescence in the mobile industry.
- 3. To explore the effects of planned obsolescence on consumer satisfaction, loyalty, and trust in mobile phone brands.
- 4. To analyze the relationship between age groups and mobile phone replacement frequency.
- 5. To examine the impact of warranty expiration on mobile phone problems.

This report is divided in to five chapters. First chapter is about Introduction and Historyof mobile phone industry in India. Second Chapter shows Conceptual background and Literature review of the topic studied. Third chapter is about Research Design which contains statement of the problem, need for the study, objectives of the study, scope of the study, Research methodology, Hypotheses and limitations of the study. Fourth chapter is about Analysis and Interpretation of the data which is collected by the Loyalty Programs benefits of the Questionnaire by using tables. Fifth chapter is about Findings, Conclusion and Suggestions based on the study. Then it contains Bibliography which is about the various websites used to collect the Literature Review and Secondary Data for the Project. Annexure contains the Questionnaire.

PROJECT REPORT ON

"A STUDY ON EFFECTIVE MARKETING STRATEGY AND ITS IMPACT ON CUSTOMERS WITH REFERENCE TO AMANA TOYOTA, WAYANAD".

Submitted By

ANEES V I

4AL21BA005

Submitted To



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAUM

In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE: EXTERNAL GUIDE:

MR. GURU PRASAD PAI. MR. VISHNU

ASSISTANT PROFESSOR MARKETING HEAD

DEPARTMENT OF MBA, AIET AMANA TOYOTA, WAYANAD



P G DEPARTMENT OF BUSINESS ADMINISTRATION

ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY

SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI 2022-23



AMANA TOYOTA VPK MOTORS (P) LTD.

VI/637,638, NH-766, Kakkavayal P.O., Variyad, Wayanad, Kerala-673122 Phone: 04936 350077, email: vpkmotors_wyd@arnanatoyota.com website: www.amanatoyota.com

CERTIFICATE

This is to certify that **Mr. Anees V I,** (Reg No. 4AL21BA005) Fourth Semester MBA student of Alvas Institute of Engineering and Technology, Mijar, Moodbidri has successfully completed his project work on the topic "A Study on effective strategy and its impact on customers with reference to Amana Toyota" with us, VPK Motors Pvt. Limited, Amana Toyota (the authorised dealers of Toyota vehicles) for a period of 6 weeks.

During the period of his project work, we have found him hardworking, sincere and innovative in his approach. We wish him a bright future.

For AMANA TOYOTA,

for Shih

Manager (HRD & Admin.)

AND TORS & L.

5th August, 2023 Wayanad



ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

(A Unit of Alva's Education Foundation ®, Moodbidri)
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Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that ANEES V I bearing USN 4AL21BA005 is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report titled "A STUDY ON EFFECTIVE MARKETING STRATEGY AND ITS IMPACT ON CUSTOMERS WITH REFERENCE TO AMANA TOYOTA, WAYANAD" is prepared by him under the guidance of Mr. Guruprasad Pai, Assistant Professor, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

Signature of Internal Guide

Mrs. Priya Sequeira

Signatune TIRPHALIPAI Alva's Institute of Engg. & Technology, Mijar. MOODBIDRI - 574 225, D.K

DECLARATION

I, ANEES V I, hereby declare that the Project report entitled "A_STUDY ON EFFECTIVE MARKETING STRATEGY AND ITS IMPACT ON CUSTOMERS WITH REFERENCE TO AMANA TOYOTA, WAYANAD" prepared by me under the guidance of MR. GURU PRASAD PAI, faculty of MBA Department, ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY, MIJAR, and external assistance by MR. VISHNU, MARKETING HEAD, AMANA TOYOTA, WAYANAD.

I also declare that this Project work is towards the partial fulfilment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum.

I have undergone a summer project for a period of six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: moodbidri

Date: 05/09/2023

Signature of the Student:

ACKNOWLEDGEMENT

I wish to express my sincere thanks to our respected Principal, Dr. Peter Fernandes and deep sense of gratitude to Mrs. Priya Sequeira, HOD Department of MBA, Alvas Institute of Engineering and Technology, Moodbidri for their kind support and encouragement in completion of the project Report.

I would like to thank Mr. Guruprasad Pai, Asst. Professor, Department of MBA, Alvas Institute of Engineering and Technology, and external guide Mr. Vishnu, Marketing Head of AMANA TOYOTA WAYANAD, who gave me golden opportunity to do this wonderful Project in the esteemed organization, which helped me to learn various concepts.

Finally, I express my sincere thanks to my Parents, Friends and all the Staff of MBA department of AIET for their valuable suggestions in completing this Project Report.

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EXICUTIVE SUMMERY

Project is an exchange of knowledge and experience exchange between the students as well as the organization. The project helps students from deciding whether they want to stay in their current job path or change it. A project is a commitment to working for an organization for a set, limited period of time.

The project also aids in the creation of a network of contacts, the collecting of reference letters that may be included on a resume, and the addition of particular knowledge to a resume. Projects are commonly utilized as a technique to build capabilities while learning in a working background by applying theory in practice. We get to learn about various positions and duties that can be useful in the future while working on a project with an organization. As a result, this helps the interns to fulfil their responsibilities when still in graduation.

The fourth semester project, which lasted for six weeks, helped us to gain knowledge and experience about the corporate world.

The topic mentioned earlier enables us for understanding essential component of every organization and its importance of knowing how it affects customers. The introduction to the project is covered in the first chapter of this study. The first chapter is an overview of the industry, followed by a chapter on the company, which includes a background on the company's SWOT analysis and other general information about the company. The third chapter is based on an examination of the literature, followed by a chapter on the theoretical background, followed by a chapter on data analysis and the interpretation of respondents' collected data, and the final chapter provides information on the summary of findings and any necessary recommendations. An essential component of the VTU MBA curriculum is the project work Provide exposure to and knowledge about this industry.

Project Report on

"A STUDY ON THE MARKETING STRATEGIES AND ITS IMPACT ON SALES WITH SPECIAL REFERENCE TO MARUTI SUZUKI TRUE VALUE MANGALORE"

Submitted by

Ashish

4AL21BA009

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAVI

In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

EXTERNAL GUIDE

Mr. Guruprasad Pai

Mr. Shivaprasad A

Asst. Professor, MBA Dept

HR manager

AIET, Mijar.

Mandovi Motors, Mangalore



PG Department of Business Administration

Alvas Institute of Engineering and Technology, Mijar, Moodbidri.

MANDOVI MOTORS PRIVATE LIMITED



(AUTHORISED MARUTI SUZUKI DEALER)



Arvind Bldg., Balmatta Road, 'Hampankatta, Mangalore - 575 001

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Fax: 0824-2422877 E-mail: service@mandovi.net Website: www.mandovimotors.in

GSTIN No.: 29AACCM4309H1ZI C.S.T.: 30167840 dt. 22-02-1999, STC No.: AACC M 4309 H ST001

Ref: MANG/HRD/ 4410/2023-24 Date: 19/08/2023

TO WHOM SO EVER IT MAY CONCERN

This is to certify that, Mr. Ashish (Reg. 4AL21BA009) studying 2nd year MBA in ALVA'S Institute of Engineering & Technology Mijar, Moodbidri, D.K- 574225 has undergone Project work on "A Study on the Marketing strategies and its impact on sales of Maruti True Value with special reference to Mangalore region "at our organization from 18th April,2023 to 30th May,2023

During the tenure we found him to be sincere, hardworking, and efficient with good Conduct and aptitude to gain knowledge.

We wish him all the success in his future career.

For Mandovi Motors Private Ltd

Shivaprasad A Manager HR

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Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that ASHISH bearing USN 4AL21BA009 is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report titled "A STUDY ON MARKETING STRATEGIES AND ITS IMPACT ON SALES WITH SPECIAL REFERENCE TO MARUTI SUZUKI TRUE VALUE MANGLORE" is prepared by him under the guidance of Mr. Guruprasad Pai, Assistant Professor, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

Signature of Internal Guide

Mrs. Priya Sequeira

Signature of Principal

DECLARATION

I ASHISH, hereby declare that the Project report entitled "A STUDY ON THE MARKETING STRATEGIES AND ITS IMPACT ON SALES WITH SPECIAL REFERENCE TO MARUTI SUZUKI TRUE VALUE MANGLORE" prepared by me under the guidance of Mr. Guruprasad Pai, Assistant Professor, PG Department of Business Administration, Alvas Institute of Engineering and Technology, mijar Moodbidri and external assistance by Shivaprasad A, HR Manager of Mandovi Motors Mangalore.

I also declare that this Project work is towards the partial fulfilment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum.

I have undergone a summer project for a period of six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: Mijor

Date: 6 /09/2023

Signature of the student

ACKNOWLEDGEMENT

I wish to express my sincere thanks to our respected Principal, Dr. Peter Fernandes and deep sense of gratitude to Mrs. Priya Sequeira, HOD Department of MBA, Alvas Institute of Engineering and Technology, Moodbidri for their kind support and encouragement in completion of the project Report.

I would like to thank Mr. Guruprasad Pai, Asst. Professor, Department of MBA, Alvas Institute of Engineering and Technology, and external guide Mr. Shivaprasad A, HR Manager Mandovi motors Mangalore, who gave me golden opportunity to do this wonderful Project in the esteemed organization, which helped me to learn various concepts.

Finally, I express my sincere thanks to my Parents, Friends and all the Staff of MBA department of AIET for their valuable suggestions in completing this Project Report.

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Executive Summary

This research study investigates the correlation between marketing strategies employed by Maruti True Value and their subsequent impact on sales performance. Maruti True Value, a prominent player in the used car market, faces intense competition and dynamic consumer preferences, making effective marketing strategies crucial for sustained growth and profitability.

The study adopts a comprehensive approach, encompassing both quantitative and qualitative research methods to analyse the multifaceted aspects of marketing strategies and their influence on Maruti True Value's sales. Successful market positioning and branding strategies, such as emphasizing trust, reliability, and quality assurance, have contributed significantly to Maruti True Value's sales growth. Customers perceive the brand as a trustworthy source for buying used cars.

Leveraging digital marketing channels has expanded Maruti True Value's reach and engagement with a tech-savvy audience. An effective online presence has led to increased customer inquiries and conversions. The establishment of robust CRM systems has improved customer retention rates and word-of-mouth referrals. Personalized services and follow-ups have bolstered customer loyalty.

This research underscores the critical connection between strategic marketing initiatives and sales performance in the used car market. Maruti True Value's ability to adapt to changing market dynamics, employ effective digital strategies, maintain a strong brand image, and prioritize customer relationships has proven instrumental in driving sales growth.

As the automotive industry continues to evolve, this study provides valuable insights for Maruti True Value and other market players seeking to optimize their marketing strategies to achieve sustained success in the highly competitive used car segment. Further research could explore the long-term impacts of specific marketing campaigns and delve deeper into customer segmentation for even more targeted marketing efforts.

PROJECT REPORT ON

"A study on the relationship between customers post purchase satisfaction and perception towards Royal Enfield bikes with special reference to Bangalore District"

SUBMITTED BY
ATHMIKA K M
4AL21BA013



VISWESVARAYA TECNOLOGICAL UNIVERSITY BELGAVI

In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE	EXTERNAL GUIDE
MR. GURUPRASAD PAI B	MR. VENKATESH
ASSISTANT PROFESSOR	BRANCH MANAGER
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PG DEPARTMENT OF BUSINESS ADMINISTRATION

ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY

SHOBHAVANA CAMPUS MIJAR, MOODBIDRI

2022-2023



3796. 19th Main, 13th Cross Rd, Banashankari Stage II, Banashankari, Bengaluru, Karnataka 560070

CERTIFICATE

Date: 27-05-2023

This is to certify that Ms. ATHMIKA K M, USN NO: 4AL21BA013, Student of MBA, Alva's Institute of Engineering and Technology, Mijar, Moodbidri- 574225, has successfully completed her project from 17-04-2023 to 27-05-2023 on the topic "A study on the relationship between customers post purchase satisfaction and perception towards Royal Enfield bikes with special reference to Bangalore District." At Kwality Mobikes Pvt Ltd. Bangalore- 560070.

During this project work, all the necessary details were provided from our side for the project. We wish her the very best in all future endeavours.

Branch Madager Kwalit Mobikes Por Itd

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Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that ATHMIKA K M bearing USN 4AL21BA013 is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report on "A STUDY ON THE RELATIONSHIP BETWEEN CUSTOMERS POST PURCHASE SATISFACTION AND PERCEPTION TOWARDS ROYAL ENFIELD BIKES WITH SPECIAL REFERENCE TO BANGALORE DISTRICT" is prepared by her under the guidance of Mr. Guruprasad Pai, Assistant Professor, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

Signature of Internal Guide

Mrs. Priya Sequeira

Dept. of Business Administration Alva's Institute of Engg. & Technology MIJAR - 574 225 Signature of Principal

Mijar. MOODBIDRI - 574 225, D.K

DECLARATION

I, Athmika K M, hereby declare that the project report entitled "A study on the relationship between customers post purchase satisfaction and perception towards Royal Enfield bikes with special reference to Bangalore District". Is prepared by me under the guidance of MR. GURUPRASAD PAI B, ASSISTANT PROFESSOR, PG DEPARTMENT OF BUSINESS ADMINISTRATION, Alva's Institute of Engineering and Technology.

I also declare that this project work is towards the partial fulfilment of the university regulation for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a period of Six weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other university /Institution.

Place: Mjar

Date: 01/09/2023

Signature of the Student

4AL21BA013

ACKNOWLEDGEMENT

I wish to convey my gratitude to my internal guide Mr. Guruprasad Pai, Assistant Professor, PG Department of Business Administration, for having guided me on every aspect right from the beginning of the project report. For giving resources and information about the topic which is very crucial to study and prepare the project report.

My thanks to Dr. Peter Fernandes, Principal of Alva's Institute of Engineering and Technology for his whole hearted support in all our endeavours.

I express my genuine thanks to all the teaching faculties and the support staff of the PG Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

I express my deepest gratitude to my parents and family members for their active role in my professional development without which my higher studies would have been just a dream.

Finally, I thank my friends for their valuable suggestions offered to me to complete this study successfully.

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EXECUTIVE SUMMARY

The Project work "A study on the relationship between customers post purchase satisfaction and perception towards Royal Enfield bikes with special reference to Bangalore District", as required by the Alva's Institute of Engineering and Technology, PG Department of Business Administration, Visvesvaraya Technological University, Belgavi.

Objectives of the Study:

- To assess the degree of satisfaction among Royal Enfield customers concerning aspects like
 Price, Riding experience, Speed limits, Maintenance, and Fuel consumption.
- To gain insight into the shifting perceptions of customers regarding Royal Enfield.
- To uncover the extent of preference for both contemporary and classic Royal Enfield models.

This report is divided in to five chapters. First chapter is about Introduction and History of Kwality Mobikes Pvt Ltd. Second Chapter shows Conceptual background and Literature review of the topic studied. Third chapter is about Research Design which contains statement of the problem, need for the study, objectives of the study, scope of the study, Research methodology, Hypotheses and limitations of the study. Fourth chapter is about Analysis and Interpretation of the data which is collected to understand the satisfaction level on Royal Enfield Bikes by the Questionnaire by using tables. Fifth chapter is about Findings, Conclusion and Suggestions based on the study. Then it contains Bibliography which is about the various websites used to collect the Literature Review and Secondary Data for the Project. Annexure contains the Questionnaire.

PROJECT REPORT ON

"A STUDY ON CONSUMER PERCEPTION TOWARDS SHREY LAB SOLUTIONS- HUBALLI"

Submitted by

Bhagyashree Mudigoudar

4AL21BA014

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI In partial fulfilment of the requirements for the award of the degree of MASTER OF BUSINESS ADMINISTRATION

Under the guidance

INTERNAL GUIDE

EXTERNAL GUIDE

MR. GURUPRASAD PAI

POOJA

ASSISTANT PROFESSOR

ACCOUNTANT

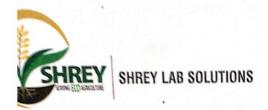
SHREY LAB SOLUTION



PG DEPARTMENT OF BUSINESS ADMINISTRATION
ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY
MIJAR, MOODBIDRI.

2022-23

GSTIN: 29ACSFS7740R1ZS



Sub: project completion letter

Date: 27/05/2023

This is to certify that Ms. BHAGYASHREE MUDIGOUDAR, bearing USN: 4AL21BA014, MBA, Student of ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY, MOODBIDRI has successfully completed her project on the topic "A STUDY ON CONSUMER PERCEPTION WITH REFERNCE TO SHREY LAB SOLUTIONS-HUBBALLI" from 13/04/2023 to 27/06/2023. During this tenure, all necessary details were provided from our side for the project.

We Wish her the very best in all future endeavors.

THANK YOU.

YOURS FAITHFULLY

For SHIPEY LAB SOLUTIONS PARTNER

2H, Tarihal Industrial Area, Tarihal, HUBBALLI - 580 026.

29047

bsolutions@gmail.com





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Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that BHAGYASHREE MUDIGOUDAR bearing USN 4AL21BA014 is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report on "A STUDY ON THE CONSUMER PERCEPTION TOWARDS SHREY LAB SOLUTIONS-HUBALLI" is prepared by her under the guidance of Mr. Guruprasad Pai, Assistant Professor, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

Signature of Internal Guide

Mrs. Priya Sequeira

Dept, of Business Administration Att a's Institute of Engg, & Technology MIJAR - 574 225 Signature of Principal PRINCIPAL

Alva's Institute of Engg. & Technology, Mijar, MOOBBIDRI - 574 225, D.X

DECLARATION

Place: Mijar

I, Bhagyashree Mudigoudar, hereby declare that the Project report entitled "A Study on the consumer perception with reference to shrey lab solutions-Hubballi". Is prepared by me under the guidance of MR. GURUPRASAD PAI ASSISTANT PROFESSOR, PG Department of Business Administration, Alva's Institute of Engineering and Technology. I also declare that this Project work is towards the partial fulfilment of the university Regulations for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a period of Six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Signature of the Student

Date: 06/09/2023 4AL21BA014

ACKNOWLEDGEMENT

I wish to convey my gratitude to my internal guide Mr. Guruprasad pai, Assistant Professor, P G Department of Business Administration, for having guided me on every aspect right from the beginning of the project report. For giving resources and information about the topic which is very crucial to study and preparing the project report.

My thanks to Dr. Peter Fernandes, Principal of Alva's Institute of Engineering and Technology for his wholehearted support in all our endeavours.

I express my genuine thanks to all the teaching faculties and the support staff of the PG Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidre.

I express my deepest gratitude to my parents and family members for their active role in my professional development without which my higher studies would have been just a dream.

Finally, I thank my friends for their valuable suggestions offered to me to complete this study successfully.

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EXECUTIVE SUMMARY

The Project work 'A Study on the Consumer Perception With Reference To SHREY LAB SOLUTIONS-HUBALLI" required by the Alva's Institute of Engineering & Technology, PG Department of Business Administration, Visvesvaraya Technological University, and Belagavi.

Objectives of the study:

- Examine if there is a substantial difference in customers' perception of Shrey Lab Solutions' service quality based on their awareness with the company's products.
- Assess whether there is a relationship between customers' perception of Shrey
 Lab Solutions' communication effectiveness and their perception of employee
 knowledge.

This report is divided into five chapters. The first chapter is about the Introduction and history of biofertilizer. The second chapter shows the Conceptual background and Literature review of the topic studied. The third chapter is about Research design which contains a statement of the problem, need for the study, objectives, scope of the study, research methodology, hypotheses, and limitations of the study. The fourth chapter is about the analysis and interpretation of the data which is collected from shrey lab solutions customers through questionnaires using tables. The fifth chapter is about findings, conclusions, and suggestions based on the study. Then it contains a bibliography which is about the various websites used to collect the literature reviews and secondary data for the project. Annexure contains the questionnaire.

PROJECT REPORT ON

"A STUDY ON SUPPLY CHAIN MANAGEMENT AND CHANNEL SATISFACTION WITH REFERENCE TO NEO CON HONNAVAR"

SUBMITTED BY
CHANDRAKANTH NAIK
4AL21BA019.
SUBMITTED TO



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAVI IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THEAWARD OF THE DEGREE OFMASTER OF BUSINESS ADMINISTRATION UNDER THE GUIDANCE OF

INTERNAL GUIDE

MR. GURUPRASAD PAI
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PG DEPARTMENT OF BUSINESS ADMINISTRATION
ALVA'S INSTITUTE OF ENGINEERING AND
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EXTERNAL GUIDE

Mrs. VEENA .S. NAIK
PROPRIETOR NEO CON
HONNAVAR



Department of MBA

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI.



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Proprietor: Smt. Veena Suresh Naik



Phone: (08387) 236193 Mob : +91 9448223121

Ref. No.: CML4641866/2023

CERTIFICATE

This is to certify that Mr. CHANDRAKANTH NAIK Reg. No.4AL21BA019 MBA IV TH semester student of Alva's Institute of Engineering and Technology, Moodbidri has undergone Six weeks in-plant training in our company from 17.04.2023 to 27.05.2023. He has prepared project report named "A STUDY ONSUPPLY CHAIN MANAGEMENT WITH REFERENCE TO NEO CON HONNAVAR AND CHANNEL SATISFACTION" **ANALYSIS**" with special reference to our company.

We are happy to state that, he has successfully completed his Project work and he has been sincere and hard working in his endeavour.

We wish him bright future.

Authorize Spgintare

(Veena Suresh Naik)

Place: Honnavar

Date: 27.05.2023

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Approved by AICTE, New Delhi & Recognised by Government of Karnataka
Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that CHANDRAKANTH NAIK bearing USN 4AL21BA019 is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report on "A STUDY ON SUPPLY CHAIN MANAGEMENT AND CHANNEL SATISFACTION WITH REFERENCE TO NEOCON HONNAVAR" is prepared by him under the guidance of Mr. Guruprasad Pai, Assistant Professor, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

Signature of Internal Guide

Mrs. Priya Sequeira

Dept. of Business Administration Alva's Institute of Engg. & Technology MIJAR – 574 225 Signature of Principal

Alva's Institute of Engg. & Technology, Mijar, MOODBIDRI - 574 225, D.K

DECLARATION

I, CHANDRAKANTH NAIK, hereby declare that the Project report entitled "A Study on Supply Chain Management and Channel Satisfaction with Reference To Neo Con Honnavar prepared by me under the guidance of Mr. Guruprasad Pai, faculty of M.B.A Department, Alva's institute of engineering and technology ,Mijar and external assistance by Veena .S. Naik at Neo Con Honnavar.

I also declare that this Project work is towards the partial fulfilment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum.

I have undergone a summer project for a period of Six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: - M: jourd

Date: - 01/09/2023

Signature of The Student

ACKNOWLEDGEMENT

I am truly grateful to my external guide Veena .S. Naik at Neo Con Honnavar,

and my internal project Guide, Asst .Prof Mr. Guruprasad Pai, for their project

guidance, encouragement, and opportunities provided.

I wish to thank all the respondents from the firms who spent their valuable time

in discussing with me and giving valuable data by filling up the questionnaire. I

deem it a privilege to thank our Principal, Peter Fernandes, for having given me

the opportunity to do the project, which has been a very valuable learning

experience.

My sincere and heartfelt thanks to all my faculties at the Department of MBA,

Alva's Institute of Engineering and Technology for their valuable support and

guidance. Last, but not least, I want to express my deep appreciation to my

parents for their unstinted support

PLACE: - MOODBIDRI

DATE: - 01/09/2023

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EXECUTIVE SUMMARY

This report delves into the profile and analysis of NEO CON, a prominent player in the bottled water industry in India.. The bottled water industry in India has witnessed rapid growth, driven by health concerns and a growing population. NEO CON, established in June 2012, has successfully navigated this competitive landscape.

The company's strengths include a dedicated workforce and high demand for its mineral water bottles. However, there are weaknesses such as limited distribution network and product portfolio. Opportunities lie in the increasing importance of safe water and the potential to expand both product offerings and distribution networks. Threats include competition from existing and new players, fluctuating costs, and regulatory changes.

NEO CON's vision is to provide safe water to its customers, achieved through innovative research and development. The company offers various bottle sizes and provides services like home delivery, earning positive ratings. Its strategic location near national roads aids efficient distribution.

This project is divided into five chapters, each of which covers a distinct area of the company. The initial chapter introduces the industry and company context, highlighting key aspects like company leadership, vision, and offerings. It outlines operational areas, infrastructure, competitors, and potential growth, supported by a SWOT analysis. This chapter sets the stage for understanding the company's position and future possibilities.

In the second chapter, we delved into the theory that supports our study and explored existing research on the topic. We reviewed at least 20 different studies to understand what's already known and identify gaps in the research. This helped us see where our study fits in and what questions still need answers. By looking at a wide range of literature, we gained insights that guided our research and highlighted areas that haven't been explored thoroughly.

In the third part, we defined the main problem, reasons for conducting the study, and set clear goals. We also outlined what our study covers, how we'll conduct

it, and the assumptions we're testing. While exploring the topic's boundaries, we acknowledged potential constraints that might affect the study's outcome.

In the fourth chapter, we thoroughly studied the gathered data and used helpful tables and graphs to explain it better. These visuals made it easier to understand important trends and connections in the information. By looking closely at the data, we could figure out the main points we were investigating. These graphs and tables also helped us explain our findings more clearly and made it simpler to make important decisions based on the results.

In the fifth chapter, we summarized our discoveries, drew conclusions, and provided valuable suggestions and recommendations. This chapter serves as a condensed guide for implementing insights gained from the study.

A PROJECT REPORT ON

"A STUDY ON EFFECTIVE MARKETING STRATEGY AND ITS IMPACT ON CUSTOMER SATISFACTION WITH REFERENCE TO JODO.PVT.LTD, BANGALORE"

Submitted By

CHANDRIKA N

4AL21BA021

Submitted To



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

Impartial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

Internal Guide External Guide

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PG DEPARTMENT OF BUSINESS ADMINISTRATION ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY, MIJAR, MOODBIDRI



Date: 22-May-2023

Internship Certificate

This is to certify that Mr./Ms. Chandrika N a student of Alva's Institute of Engineering and Technology has completed her/his project in the field of "A Study on Effective Marketing Strategy And Its Impact On Customer Satisfaction" from 18-Apr-23 to 29-May-23 under the guidance of Mr. Atulya Bhat.

During his/ her tenure with us, he/ she had been exposed to different processes and was found diligent, hardworking, and inquisitive.

We wish him/ her every success in his/ her life and career.

Warm Regards,

Harsimran Ahuja General Manager - Talent

Bharosepe Technology Services Private Limited #2012, 100 Feet Rd, Indiranagar, Bengaluru, Karnataka 560008







ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

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Approved by AICTE, New Delhi & Recognised by Government of Karnataka
Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that CHANDRIKA N bearing USN 4AL21BA021 is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report on "A STUDY ON EFFECTIVE MARKETING STRATEGY AND ITS IMPACT ON CUSTOMER SATISFACTION WITH REFERENCE TO JODO.PVT.LTD, BANGALORE" is prepared by her under the guidance of Mr. Guruprasad Pai, Assistant Professor, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

Signature of Internal Guide

Mrs. Priva Sequeira

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DECLARATION

I CHANDRIKA N bearing (USN 4AL21BA021) hereby declare that the Project report on "A STUDY ON EFFECTIVE MARKETING STRATEGY AND ITS IMPACT ON CUSTOMER SATISFACTION WITH REFERENCE TO JODO.PVT.LTD" has been prepared by me under the guidance of Mr Guruprasad pai, Assistant Professor, PG Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri and external assistance by Miss. Shilajani, Marketing department, JODO.PVT.LTD.

I also declare that this project work is towards the partial fulfilment of the university regulation for the award of degree of Master of business administration by VTU Belgaum, Karnataka.

I have undergone a summer project for a period of 45 days. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree from any other University/Institution.

Date:

Place:

Signature of the Student

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I am glad to take this opportunity to thank all those who have supported me, directly and indirectly for the completion of this project.

I like to convey my deep sense of gratitude to my internal guide Mr. Guruprasad pai, Assistant Professor, PG department of business administration, having guided me on every aspects right from the beginning of the project report.

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My heart felt gratitude to Mrs. Priya Sequira, HOD, PG Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar for providing me an opportunity to complete the study.

I express my gratitude to all my lecturers for their valuable guidance, support and help during my project.

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Thank you Chandrika N

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EXECUTIVE SUMMARY

The project report on "A STUDY ON EFFECTIVE MARKETING STRATERGY AND ITS IMPACT ON CUSTOMER SATISFACTION WITH REFERENCE TO JODO.PVT.LTD" is submitted in fractional implementation of the requirements for the award of Master of Business Administration (MBA). This project includes industry profile, company profile, statement of the problem, objectives of the project, methodology, analysis and interpretation, findings, suggestion and conclusion.

Marketing strategy and customer satisfaction is an important aspect of company and management. The increasing research in this field and deliberate study on the subject contributed to its conceptualization and meaning which helped to develop a comprehensive outlook of customer satisfaction as an important concept in management.

The study gives the opportunity to identify the present customer satisfaction and how to improve the relationship with customers, look into the factors affecting marketing strategy.

This report is divided into five chapters. First chapter is about introduction, industry profile and company profile in which internship has done. Second chapter shows conceptual background and literature review of the topic studied. Third chapter is about research design which contains statement of the problem, need for the study, objectives, scope of the study, research methodology, hypothesis and limitations of the study. Fourth chapter is about analysis and interpretation of the data which is collected by the people through the questionnaire by using tables and graphs. Fifth chapter is about findings, conclusion and suggestions based on the study.

To collect the data for the study, primary data is gathered through circulating questionnaire to 88 random JODO Customers of the organization and secondary data is collected through company websites and internet and books.

Then it contains bibliography which is about the various journals I have studied and the questionnaire.

PROJECT REPORT ON

"CONSUMER PERCEPTIONS AND WILLINGNESS TO ADOPT PLANT-BASED MEAT ALTERNATIVES IN THE CONTEXT OF SUSTAINABLE AND ETHICAL FOOD CHOICES WITH RESPECT TO DAKSHINA KANNADA REGION"

Submitted by
D JESSIE JANET
4AL21BA024
Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI In partial fulfillment of the requirements for the award of the degree of MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

MR. GURUPRASAD PAI

ASSISTANT PROFESSOR



PG DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

MIJAR, MOODBIDRI,

MAY 2023



ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

(A Unit of Alva's Education Foundation ®,Moodbidri)
Affiliated to Visvesvaraya Technological University, Belagavi
Approved by AICTE, New Delhi & Recognised by Government of Karnataka
Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that D JESSIE JANET bearing USN 4AL21BA024 is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report on "CONSUMER PERCEPTIONS AND WILLINGNESS TO ADOPT PLANT-BASED MEAT ALTERNATIVES IN THE CONTEXT OF SUSTAINABLE AND ETHICAL FOOD CHOICES WITH RESPECT TO DAKSHINA KANNADA REGION" is prepared by her under the guidance of Mr. Guruprasad Pai, Assistant Professor, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

Signature of Internal Guide

Mrs. Priya Sequeira

DEAN
Dept. of Business Administration
Alva's Institute of Engg. & Technology
MIJAR - 574 225

Signature of Principal PRINCIPAL

Alve's Institute of Engg. & Technology, Mijur. MOODBIDRI - 574 225, D.K **DECLARATION**

I D Jessie Janet, hereby declare that the Project report entitled "Consumer

perceptions and willingness to adopt plant-based meat alternatives in the

context of sustainable and ethical food choices with respect to Dakshina

Kannada region" prepared by me under the guidance of Mr. Guruprasad Pai,

Assistant Professor of M.B.A Department, Alva's Institute of Engineering and

Technology.

I also declare that this Project work is towards the partial fulfilment of the

university regulations for the award of degree of Master of Business

Administration by Visvesvaraya Technological University, Belgaum.

I have undergone a summer project for a period of six weeks. I further declare that

this Project is based on the original study undertaken by me and has not been

submitted for the award of any degree/diploma from any other University /

Institution.

Place: Mijar

Date: 04/09/2023

Signature of student

ACKNOWLEDGEMENT

I would like to express my profound gratitude to all those who have contributed to the completion of this project report. The journey of crafting this project report has been both challenging and rewarding, and it would not have been possible without the blessings and guidance of the Almighty.

I wish to convey my gratitude to my internal guide Mr. Guruprasad Pai, Assistant Professor, PG Department of Business Administration, for having guided me on every aspect right from the beginning of the project report. For giving resources and information about the topic which is very crucial to study and preparing the project report.

My thanks to Dr. Peter Fernandes, Principal of Alva's Institute of Engineering and Technology for his wholehearted support in all our endeavors.

I express my genuine thanks to all the teaching faculties and the support staff of the PG Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

I express my deepest gratitude to my parents and family members for their active role in my professional development without which my higher studies would have been just a dream.

Finally, I thank my friends for their valuable suggestions to complete this study successfully.

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EXECUTIVE SUMMARY

The Project work on consumer perceptions and willingness to adopt plant-based meat alternatives in the context of sustainable and ethical food choices with respect to Dakshina Kannada region, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi Karnataka.

Firstly, the study uncovered a limited awareness of plant-based meat alternatives among Dakshina Kannada consumers. Many respondents were unfamiliar with these products, indicating a substantial knowledge gap in the region.

However, when introduced to the concept, a significant portion of participants expressed interest due to perceived sustainability benefits. Concerns about the environmental impact of traditional meat production motivated consumers to consider plant-based options. Additionally, ethical considerations, particularly related to animal welfare, emerged as a compelling factor influencing food choices. Participants expressed a willingness to support ethical and cruelty-free alternatives.

Despite these positive inclinations towards sustainability and ethics, taste preferences and cultural factors were identified as barriers to adoption. Some respondents remained hesitant to transition to plant-based alternatives, citing concerns about flavor and their attachment to traditional meat-based dishes deeply rooted in the local culture.

Consequently, this study highlights the need for comprehensive educational initiatives to bridge the awareness gap and promote sustainable and ethical food choices, ultimately fostering a more environmentally conscious and ethically driven food culture in Dakshina Kannada.

PROJECT REPORT ON

A STUDY ON EFFECT OF BRAND NAME ON CONSUMER PURCHASING DECISION WITH REFERENCE TO LAMINA FOUNDRIES

Submitted By

JYOTHI

4AL21BA036

Submitted To



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAUM

In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

Internal Guide:

External Guide:

Mr. Guruprasad Pai. Assistant professor Department of MBA AIET, Mijar Mr. Avinash Head of Marketing Lamina foundries LTD Karkala



P G DEPARTMENT OF BUSINESS ADMINISTRATION

ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI 2021-23



Lamina Foundries Limited

Regd. office & Works: NITTE-574 110, Karkala taluk, Udupi dist., Karnataka State, India Tel: 91-08258-298890 * Email: toundrysales@lamina.co.in * CIN: U85110KA1981PLC004151



Accounts: 17-19, Balkampady Industrial Area, New Mangalore-575011, Kamataka, India Tel: 91-0824-2407364 * Web: www.laminafoundries.com

Ref: LFN/HRD/0131/2023-2024

Date: 27.5.2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms.Jyothi (USN 4AL21BA036) MBA the bonafide student from Alva's Institute of Engineering & Technology Mijar has undergone Project work on "Marketing" in our organisation in partial fulfilment of her degree of Master of Business Administration from 18th April to 27th May 2023.

During the project work she has shown keen interest towards learning various aspects.

We wish her all the best for her future endeavours.

FOI LAMINA FOUNDRIESTED.

Authorised Signatories

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY



(A Unit of Alva's Education Foundation ®,Moodbidri)
Affiliated to Visvesvaraya Technological University, Belagavi
Approved by AICTE, New Delhi & Recognised by Government of Karnataka
Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that JYOTHI bearing USN 4AL21BA036 is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report titled "A STUDY ON EFFECT OF BRAND NAME ON CONSUMER PURCHASING DECISION WITH REFERENCE TO LAMINA FOUNDRIES" is prepared by her under the guidance of Mr. Guruprasad Pai, Assistant Professor, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

Signature of Internal Guide

Mrs. Priya Sequeira

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PRINCIPAL

12cm's Institute of Engg. & Technolog
12cm, MOODEIORI - 574 225, D.K

Signature of Principal

DECLARATION

I, Jyothi I, hereby declare that the Project report entitled "A_STUDY ON EFFECT OF BRAND NAME ON CONSUMER PURCHASING DECISION WITH REFERENCE TO LAMINA FOUNDRIES" prepared by me under the guidance of MR. GURU PRASAD PAI, faculty of MBA Department, ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY, mijar and external assistance by MR.AVINASH MARKETING HEAD, LAMINA FOUNDRIES LTD. I also declare that this Project work is towards the partial fulfilment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a period of six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: moodbidri

Signature of the Student:

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ACKNOWLEDGEMENT

I wish to express my sincere thanks to our respected Principal, Dr. Peter Fernandez and deep sense of gratitude to Mrs Priya Sequeira, HOD Department of MBA, Alvas Institute of Engineering and Technology, Moodbidri for their kind support and encouragement in completion of the project Report.

I would like to thank Mr. Guruprasad Pai, Asst. Professor, Department of MBA, Alvas Institute of Engineering and Technology, and external guide Mr. AVINASH MARKETING HEAD OF LAMIAN FOUNDRIES. who gave me golden opportunity to do this wonderful Project in the esteemed organization, which helped me to learn various concepts.

Finally, I express my sincere thanks to my Parents, Friends and all the Staff of MBA department of AIET for their valuable suggestions in completing this Project Report.

EXECUTIVE SUMMERY

Project is an exchange of knowledge and experience exchange between the students as well as the organization. The project helps students from deciding whether they want to stay in their current job path or change it. A project is a commitment to working for an organization for a set, limited period of time.

The project also aids in the creation of a network of contacts, the collecting of reference letters that may be included on a resume, and the addition of particular knowledge to a resume. Projects are commonly utilized as a technique to build capabilities while learning in a working background by applying theory in practice. We get to learn about various positions and duties that can be useful in the future while working on a project with an organization. As a result, this helps the interns to fulfil their responsibilities when still in graduation.

The fourth semester project, which lasted for six weeks, helped us to gain knowledge and experience about the corporate world.

The topic mentioned earlier enables us for understanding essential component of every organization and its importance of knowing how it affects customers. The introduction to the project is covered in the first chapter of this study. The first chapter is an overview of the industry, followed by a chapter on the company, which includes a background on the company's SWOT analysis and other general information about the company. The third chapter is based on an examination of the literature, followed by a chapter on the theoretical background, followed by a chapter on data analysis and the interpretation of respondents' collected data, and the final chapter provides information on the summary of findings and any necessary recommendations. An essential component of the VTU MBA curriculum is the project work Provide exposure to and knowledge about this industry.

PROJECT REPORT ON

EFFECTIVE BRAND BUILDING STRATEY FOR BANKING INDUSTRY THROUGH ONLINE MARKETING WITH REFERENCE TO CANARA BANK

SUBMITTED BY

MS. PALLAVI

4AL21BA055

SUBMITTED TO



VISVESVARAYA TECHNOLOGICAL UNIVERSITY BELAGAVI

In partial fulfillment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISRATION

Under the guidance of

MR. GURUPRASAD PAI

ASST. PROFESSOR

PG DEPARTMENT OF BUSINESS ADMINISTRATION AIET, MIJAR



PG DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

SHOBHAVANA CAMPUSMIJAR, MOODBIDRI.

2022-23







1 triane Syndicate

Together We Can

Date:16-08-2023

CERTIFICATE

This is Certified that, Pallavi, (USN 4AL21BA055), MBA Student of "Alva's Institute of Engineering and Technology, Moodbidri", has completed her project work on "Effective brand building strategy for banking industry through online marketing" with special reference to Canara bank Yedapadavu (DP0657) from 17-04-2023 to 27-05-2023. During this period, interest evinced by her in completing the project work was good. She has found to be keen in learning and displaying good conduct and character.

कृते केनस बैंक For CANARA BANK

Manager/ Senior Manager तेंच एडपदप् , द.क. जिला Thenka Yadapadavu, D.K.District





(A Unit of Alva's Education Foundation ®,Moodbidri)
Affiliated to Visvesvaraya Technological University, Belagavi
Approved by AICTE, New Delhi & Recognised by Government of Karnataka
Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that PALLAVI bearing USN 4AL21BA055 is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report on "EFFECTIVE BRAND BUILDING STRATEGY FOR BANKING INDUSTRY THROUGH ONLINE MARKETING WITH REFERENCE TO CANARA BANK" is prepared by her under the guidance of Mr. Guruprasad Pai, Assistant Professor, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

Signature of Internal Guide

Mrs. Priya Sequeira

Dept. of Business Administration Alva's Institute of Engg. & Technology MIJAR – 574 225 Signature of Principal PRINCIPAL

Alva's Institute of Engg. & Technology, Mijur. MOODSIDRI - 574 225, D.K

DECLARATION

I Pallavi bearing USN 4AL21BA055 hereby declare that the project report entitled "EFFECTIVE BRAND BUILDINF STRATEGY FOR BANKING INDUSTRY THROUGH ONLINE MARKETING WITH REFERENCE TO CANARA BANK" has been prepared by me under the guidance of Mr. Guruprasad Pai, Asst.Professor of MBA Department, Alva's Institute of Engineering and Technology. I also declare that this project work is towards the partial fulfillment of the university regulation for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a period of Twelve weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University/Institution.

Place: Mijar

Date: 6/09/2023

Signature of the student

ACKNOWLEDGEMENT

I wish to take this opportunity to express my honest expression of gratitude to each and each and every individual who helped me in the finishing of the work directly or indirectly.

I would like to extend my gratitude to my guide, Mr. Guruprasad Pai Asst.Professor of MBA, Alva's Institute of Engineering and Technology, Mijar

I am privileged to thank our Mrs. Priya Siqueira HOD of MBA, Alva's Institute of Engineering and Technology, Mijar.

I am very much great full to Dr. Peter Fernandes, Alva's Institute of Engineering and Technology, Mijar.

I express my deep appreciation to my friends who have extended their wholehearted support and their co-operation during this academic course.

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EXECUTIVE SUMMARY

This study is conducted on" **EFFECTIVE BRAND BUILDING STRATEGY FOR BANKING INDUSTRY THROGH ONLINE MARKETING WITH SPECIAL REFERENCE TO CANARA BANK"**. This project report provides the information about brand building strategy implemented by bank.

The study was conducted for the period of 6 weeks. The main objective of this study is to understand strategy implemented by bank through online.

In the 1st chapter you will find the details about the industry and company profile of CANARA BANK YEDAPADAVU, vision, mission and SWOT analysis.

In the chapter 2 you will find details about conceptual background of the study and literature review.

The 3rd chapter will explain about Statement of the problem, Need for the study, Objectives, Scope of the study, Research methodology, Hypotheses, Limitations.

In the 4th chapter you will find analysis and graphical representations on the data collected from the sample population choose from the bank.

The chapter 5 is about the findings, suggestions and conclusion of the project.

In the end bibliography and annexure are attached relating to the project.

PROJECT REPORT ON

"A Study on the impact of Branding & Advertising Strategies on new customer Acquisition and brand loyalty with reference to Kotak Mahindra bank – Nelamangala Bangalore."

Submitted by

SHRUTHI.S

4AL21BA082

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

EXTERNAL GUIDE

MR. GURUPRASAD PAI

MR. LOHITH KUMAR R

ASSISTANT PROFESSOR

BRANCH MANAGER



PG department of business administration

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

MIJAR, MOODBIDRI,

2022-23



Kotak Mahindra Bank

Sub: project completion letter

Date: 27/05/2023

This is to certify that Ms. SHRUTHI.S. bearing USN: 4AL21BA082, MBA, student Of ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY has successfully completed her project with reference to KOTAK MAHINDRA BANK on the topic "A STUDY ON THE IMPACT OF BRANDING & ADVERTISING STRATEGIES ON NEW CUSTOMER ACQUISITION AND BRAND LOYALTY" from 13/04/2023 to 27/05/2023. During this tenure, all necessary details were provided from our side for the project.

We wish her the very best in all future endeavors.

THANK YOU.

Yours faithfully For Kotak Mahindra Bank Ltd.

Branch Manager
Nelamangala Branch, Karnataka-562 123



ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

(A Unit of Alva's Education Foundation ®, Moodbidri) Affiliated to Visvesvaraya Technological University, Belagavi Approved by AICTE, New Delhi & Recognised by Government of Karnataka Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that SHRUTHI S bearing USN 4AL21BA082 is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report on "A STUDY ON THE IMPACT OF BRANDING & ADVERTISING STRATEGIES ON NEW CUSTOMER ACQUISITION AND BRAND LOYALTY WITH REFERENCE TO KOTAK MAHINDRA BANK - NELAMANGALA BANGALORE" is prepared by her under the guidance of Mr. Guruprasad Pai, Assistant Professor, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

Mrs. Priya Sequeira

Signature of Principal

PRINCIPAL C'va's Institute of Engg. & Technology, Iva's Institute of Engg. & Technology (Eljar, M009819RI - 574 225, D.K

DECLARATION

I, Shruthi. S, hereby declare that the Project report entitled "A Study on the impact of Branding & Advertising Strategies on new customer Acquisition and brand loyalty with reference to Kotak Mahindra bank – Nelamangala Bangalore" Is prepared by me under the guidance of MR. GURUPRASAD PAI ASSISTANT PROFESSOR, PG Department of Business Administration, Alva's Institute of Engineering and Technology. I also declare that this Project work is towards the partial fulfilment of the university Regulations for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a period of Six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: Mijar Signature of the Student

Shruthi.s.

Date: 06/09/2023 4AL21BA082

ACKNOWLEDGEMENT

I wish to convey my gratitude to my internal guide Mr. Guruprasad pai, Assistant Professor, P G Department of Business Administration, for having guided me on every aspect right from the beginning of the project report. For giving resources and information about the topic which is very crucial to study and preparing the project report.

My thanks to Dr. Peter Fernandes, Principal of Alva's Institute of Engineering and Technology for his wholehearted support in all our endeavours.

I express my genuine thanks to all the teaching faculties and the support staff of the PG Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidre.

I express my deepest gratitude to my parents and family members for their active role in my professional development without which my higher studies would have been just a dream.

Finally, I thank my friends for their valuable suggestions offered to me to complete this study successfully.

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EXECUTIVE SUMMARY

The Project work 'A Study on the impact of Branding & Advertising Strategies on new customer Acquisition and brand loyalty with reference to Kotak Mahindra bank' as required by the Alva's Institute of Engineering & Technology, PG Department of Business Administration, Visvesvaraya Technological University, Belagavi.

Objectives of the study:

- To study the influence of advertising strategy on new consumer acquisition.
- To study the advertising strategies and brand loyalty.

This report is divided into five chapters. The first chapter is about the Introduction and history of Kotak mahindra bank. The second chapter shows the Conceptual background and Literature review of the topic studied. The third chapter is about Research design which contains a statement of the problem, need for the study, objectives, scope of the study, research methodology, hypotheses, and limitations of the study. The fourth chapter is about the analysis and interpretation of the data which is collected from Kotak Mahindra bank customers through questionnaires using tables. The fifth chapter is about findings, conclusions, and suggestions based on the study. Then it contains a bibliography which is about the various websites used to collect the literature reviews and secondary data for the project. Annexure contains the questionnaire.

PROJECT REPORT ON

"A STUDY ON QUALITY OF SERVICE AND CUSTOMER SATISFACTION WITH REFERENCE TO OKINAWA TWO WHEELERS – PAVOORCHATRAM, TAMIL NADU"

Submitted by

SUBBURAJ N

4AL21BA092

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI In partial fulfilment of the requirements for the award of the degree of MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

EXTERNAL GUIDE

MR. GURUPRASAD PAI

MR. T. FELIX

ASSISTANT PROFESSOR

AJJ OKINAWA



PG DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

MIJAR, MOODBIDRI,

2022-23

AJJ ELECTRIC SCOOTERS

#No: 13/120-14, Tenkasi main road, selvavinayagapuram, Pavoorchatram, Tenkasi-627808 Email: ajjelectricscooters@gmail.com

DATE: 04/09/23

SUB: Project completion letter

This is to certify that Mr. SUBBURAJ N. bearing USN: 4AL21BA092, MBA, student of ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY, MOODBIDRI has Successfully completed his project with reference to OKINAWA TWO WHEELERS on the topic of "A STUDY ON QUALITY OF SERVICE AND CUSTOMER SATISFACTION WITH REFERENCE TO OKINAWA TWO WHEELERS – PAVOORCHATRAM, TAMIL NADU "from 13/04/2023 to 27/05/2023. During this tenure, all necessary details were provided from our side for the project.

We wish him the very best in all future endeavors.

Thank you.

or AJJ Electricia (Okinawa Scooters)



ALVA'S
Education Foundation

(A Unit of Alva's Education Foundation ®,Moodbidri)
Affiliated to Visvesvaraya Technological University, Belagavi
Approved by AICTE, New Delhi & Recognised by Government of Karnataka
Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that SUBBURAJ N bearing USN 4AL21BA092 is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report on "A STUDY ON QUALITY OF SERVICE AND CUSTOMER SATISFACTION WITH REFERENCE TO OKINAWA TWO WHEELERS-PAVOORCHATRAM, TAMIL NADU" is prepared by him under the guidance of Mr. Guruprasad Pai, Assistant Professor, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

Signature of Internal Guide

Mrs. Priya Sequeira
DEAN
Dept. of Business Administrati

Dept. of Business Administration Aiva's Institute of Engg. & Technology MIJAR - 574 225 Signature of Principal

Alva's lustitute of Engg. & Technology, Mijar. MOODBIDRI - 574 225, D.K

DECLARATION

I, SUBBURAJ N, hereby declare that the Project report entitled "A study on quality of service and customer satisfaction with reference to Okinawa two wheelers" Is prepared by me under the guidance of MR. GURUPRASAD PAI assistant professor, PG Department of Business Administration, Alva's Institute of Engineering and Technology. I also declare that this Project work is towards the partial fulfilment of the university Regulations for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a period of six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: Mijar Signature of the Student

Date: 06/09/2023 4AL21BA092

ACKNOWLEDGEMENT

I wish to convey my gratitude to my internal guide Mr. GURUPRASAD PAI, Assistant Professor, P G Department of Business Administration, for having guided me on every aspect right from the beginning of the project report. For giving resources and information about the topic which is very crucial to study and preparing the project report.

My thanks to Dr. Peter Fernandes, Principal of Alva's Institute of Engineering and Technology for his wholehearted support in all our endeavours.

I express my genuine thanks to all the teaching faculties and the support staff of the PG Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

I express my deepest gratitude to my parents and family members for their active role in my professional development without which my higher studies would have been just a dream.

Finally, I thank my friends for their valuable suggestions offered to me to complete this study successfully.

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EXECUTIVE SUMMARY

The Project work "A study on quality of service and customer satisfaction with reference to Okinawa two wheelers", as required by the Alva's Institute of Engineering & Technology, PG Department of Business Administration, Visvesvaraya Technological University, Belagavi.

Objectives of the study:

- To realize the relationship between the cost, speed, riding range, battery life, maintenance cost, after sales support, reliability, running cost and customer satisfaction to the Okinawa Electric bike.
- To study about the factors which are influencing the customer satisfaction towards Okinawa Electric bike

This report is divided into five chapters. The first chapter is about the Introduction and company Profile of Okinawa Autotech. The second chapter shows the Conceptual background and Literature review of the topic studied. The third chapter is about Research design which contains a statement of the problem, need for the study, objectives, scope of the study, research methodology, hypotheses, and limitations of the study. The fourth chapter is about the analysis and interpretation of the data which is collected from Okinawa electric vehicle users through questionnaires using tables. The fifth chapter is about findings, conclusions, and suggestions based on the study. Then it contains a bibliography which is about the various websites used to collect the literature reviews and secondary data for the project. Annexure contains the questionnaire.

A PROJECT REPORT ON

"A study on consumer perception towards Mysore sandal soap with reference to Channarayapatna and Hassan"

Submitted by

Varshini B.S

USN: 4AL21BA104

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Mr. Guru prasad Pai

Asst. Professor

PG Department of Business Administration

AIET

EXTERNAL GUIDE

Smt. Sushma R

Manager(Export dep.)

KSDL, Bangalore



ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY SHOBHAVANA CAMPUS MOODBIDRI, DAKSHINA KANNADA DISTRICT.



KARNATAKA SOAPS & DETERGENTS LIMITED.

BANGALORE-55

(A Government of Karnataka Undertaking)

No: 27, Industrial Suburb, P.B No: 5531 Bengaluru-Pune Highway, Rajajinagar, Bengaluru-560055, KARNATAKA

CERTIFICATE

NO: KSDL/HRD/AGM (TRAINING)/23-24/

Date: 30.06.2023

This is to certify that Ms. Varshini B S, USN No. 4AL21BA104, Student of MBA, Alva's Institute of Engineering & Technology, Shobhavana Campus, Mijar, Moodbidri-574225, has completed her 6weeks Project work on "A Study on Consumer Perception towards Mysore Sandal Soap" at Karnataka Soaps & Detergents Limited Bengaluru-560055.

During Project work her academic ability and character was good.

DEPUTY GENERAL MANAGER i/c Human Resource & Development

Place: Bengaluru



ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

(A Unit of Alva's Education Foundation ®, Moodbidri) Affiliated to Visvesvaraya Technological University, Belagavi Approved by AICTE, New Delhi & Recognised by Government of Karnataka Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify VARSHINI B S bearing USN 4AL21BA104 is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report on "A STUDY ON CUSTOMER PERCEPTION TOWARDS MYSORE SANDAL SOAP WITH REFERENCE TO CHANNARAAYAPATTANA AND HASSAN" is prepared by her under the guidance of Mr. Guruprasad Pai, Assistant Professor, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

Internal Guide

Mrs. Priya Sequeira

Dept. of Business Administration Alva's Institute of Engg. & Technology MIJAR - 574 225

Signature of Principal PRINCIPAL

Alva's Institute of Engg. & Technology, Miller, MOODSIDRI - 574 225, D.K.

DECLARATION

I Varshini B S hereby declare that the Project Report "A study on consumer perception towards Mysore sandal soap at with reference to Channarayapatna and Hassan" at Karnataka Soap and Detergent Limited Bangalore, prepared by me under the guidance of Mr. Guruprasad Pai Department of Business Administration, Alva's Institute of Engineering & Technology Shobha Vana campus Mijar, Moodbidri. I also declare that this project work is towards the partial fulfilment of the university regulation for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi.

I have undergone a project for a period of six weeks. I further declare that this project based on the original study undertaken by me and not been submitted for the award of any degree from any other University/Institution.

Date: 04/09/2023

Signature of the student

Place: KSDL at Banglore

USN:4AL21BA104

ACKNOWLEDGEMENT

I wish to convey my deep sense of gratitude to my internal guide Mr. Guru Prasad Pai,

P G Department of MBA, Alva's Institute of Engineering & Technology, for having

guided me on every aspects right from the beginning of the project.

I would like to extend my gratitude to my external guide Smt. Sushma R, Manager

Export Department ,KS&DL Bangalore , for support and encouragement to do a

meaningful study.

I sincerely thank Prof . Priya Sequeria , Head of PG department of Business

Administration for all her support and encouragement to do a meaningful study.

My thanks to Dr. Peter Fernandez, Principal of Alva's institute of Engineering &

Technology for his whole hearted support in all our endeavours.

I express my genuine thanks to all the teaching faculties and the support staff of the PG

Department of Business Administration, Alva's institute of Engineering & Technology.

I express my deepest thanks to my parents and family members for their active role in my

professional development without which my higher studies would have been just a dream.

Finally, I thank my friends for their valuable suggestions offered to me to complete this

study successfully

Place: Mijar

Varshini B S

Date: 06sep2023

USN:4AL21BA104

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EXECUTIVE SUMMERY

The main purpose of the study conducted to analyze consumer perception towards sandal soap manufactured by KSDL , focusing on the town of Channarayapatna and Hassan . The study aimed to gain insights into consumer perception , attitudes , and behaviours regarding sandal soap products , identifying key factors influencing their perception and purchase decision.

This report shows clear picture of the company and consumer perception towards Mysore sandal soap. This executive summary is short detailed information of establishment of soap industry, how the soap industry plays a major role in india and top one sandalwood soap industries in India. And next coming to chapter one company profile of KSDL which includes history of the selected company how it got started, regarding organization profile of the company, what are its vision, mission, quality policies, product profile, promoters, financial statement of the company. Coming to second chapter it includes theocratical background of the study, Literature review about the consumer perceptions, information collected through the secondary data. In Third chapter research design it includes the statement of the problem, need for the study, objectives, hypothesis, limitation of the study and sample size of population is 120. In fourth chapter it includes collection of data through questionnaires and its analysis, interpretation. Fifth chapter includes findings of the study highlighted the significance of consumer perception, suggestions and conclusion drawn from the study.

PROJECT REPORT ON

"A STUDY ON CONSUMER PERCEPTION WITH REFERENCE TO BATA OUTLET KARKALA, UDUPI DISTRICT"

SUBMITTED BY

VIDHYA NAIR

4AL21BA105

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

MR. GURUPRASAD PAI B ASSISTANT PROFESSOR

PG DEPARTMENT OF MBA

AIET, MIJAR

EXTERNAL GUIDE

MR. SRINIVASAHEGDE, BATA SHOWROOM,

KARKALA, UDUPI DISTRICT



PG DEPARTMENT OF BUSINESS ADMINISTRATION
ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY
SHOBHAVANA CAMPUS MIJAR, MOODBIDRI.

2022-23

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Anekere Park, Karkala, Karnataka- 574104

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Website: www.Padutirupathi.com

Mob:7259910207

TO WHOMSOEVER IT MAY CONCERN

This is to certify that MS. VIDHYA NAIR pursuing her MBA from Alva's Institute of Engineering & Technology, Mijar bearing USN 4AL21BA105 has completed her Project work entitled "A STUDY ON CONSUMER PERCEPTION WITH REFERENCE TO BATA OUTLET KARKALA, UDUPI DISTRICT" in our organisation from 17.04.2023 to 27.05.2023.

She has shown interest in learning and her conduct and character was good.

We wish her every success in her life and career.

FAURADUSEN SIENTERPRISES

Proprietor



(A Unit of Alva's Education Foundation & Moodbidri)
Affiliated to Visvesvaraya Technological University, Belagavi
Approved by AICTE, New Delhi & Recognised by Government of Karnataka
Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that VIDHYA NAIR bearing USN 4AL21BA105 is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report titled "A STUDY ON CONSUMER PERCEPTION WITH REFERENCE TO BATA OUTLET KARKALA, UDUPI DISTRICT" is prepared by her under the guidance of Mr. Guruprasad Pai, Assistant Professor, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

Signature of Internal Guide

Mrs. Priya Sequeira

DEAN

Dept. of Business Administration

Alva's Institute of Engg. & Technology

MIJAR - 574 225

Signature of Principal
Cive's Institute of Engg. & Technology,
Liijar, MOODBIDRI - 574 225, D.K

DECLARATION

I, VIDHYA NAIR bearing USN 4AL21BA105 hereby declare that the Project report entitled "A STUDY ON CONSUMER PERCEPTION WITH REFERENCE TO BATA OUTLET" has been prepared by me under the guidance of Mr. GURUPRASAD PAI, Assistant Professor, faculty of M.B.A Department, Alva's Institute of Engineering and Technology and external assistance by Mr. SRINIVASA HEGDE. Marketing Department, Bata Showroom Karkala. I also declare that this Project work is towards the partial fulfilment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a period of six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: Mijar

Date: 04/09/2023

ACKNOWLEDGEMENT

I wish to take this opportunity to express my honest expression of gratitude to each and every individual who helped me in the finishing of the work directly or indirectly.

I would like to extend my gratitude to my guide, Mr. Guruprasad Pai Assistant Professor of MBA, Alva's Institute of Engineering and Technology, Mijar

I am privileged to thank our Mrs. Priya Sequeira HOD of MBA, Alva's Institute of Engineering and Technology, Mijar.

I am very much great full to Dr. Peter Fernandes, Alva's Institute of Engineering and Technology, Mijar.

I express my deep appreciation to my friends who have extended their wholehearted support and their co-operation during this academic course.

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EXECUTIVE SUMMARY

This study is conducted on" **CONSUMER PERCEPTION WITH REFERENCE TO BATA OUTLET**". This project report provides the general information about rewards provided by KARKALA, UDUPI DISTRICT.

The study was conducted for the period of 6 weeks. The main objective of this study is to understand the reward system and its impact on employee motivation.

In the 1st chapter you will find the details about the industry and company profile of Bata Karala, vision, mission, and SWOT analysis of the company.

In the chapter 2 you will find details about conceptual background of the study and literature review.

The 3rd chapter will explain about Statement of the problem, Need for the study, Objectives, Scope of the study, Research methodology, Hypotheses, Limitations, Chapter scheme.

In the 4th chapter you will find analysis and graphical representations on the data collected from the sample population choose from the company.

The chapter 5 is about the findings, suggestions, and conclusion of the project.

In the end bibliography and annexures are attached relating to the project.